



SCHOOL DISTRICT 69 • SKOKIE / MORTON GROVE

5050 MADISON STREET • SKOKIE, IL 60077 • (847)-675-7666

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Communications Director

Primary Function

The communications director is responsible for management of the three partner districts' public communications including strategic communication planning, preparing and assisting in development of regular communication vehicles, emergency written communications, District-based social media, and media relations.

Organizational Relationship

The Communications Director reports directly to the Superintendents of the partner districts.

Desired Qualifications

- Bachelor's degree in Communications or the equivalent
- Demonstrated understanding of media relations and marketing
- Demonstrated experience with social media and skill with working with the public.
- Working knowledge of technology including website editing and posting, G-Suite, and other office technology.
- Experience with project management and collaboration.
- Ability to maintain effective public and co-worker relationships
- Ability to understand and carry out oral and written directions
- Ability to perform assigned duties and tasks with a minimum of direction
- Ability to physically move about the district buildings and grounds
- Ability to speak, write, read, and understand English
- Ability to handle student information with confidentiality
- Position requires travel within the community.
- Fluency in a second language, preferred

Performance Responsibilities

1. Prepare periodic District newsletters and Annual Report for the partner communities.
2. Assist partner districts in the development, preparation and execution of communication plans related to District issues and initiatives.
3. Prepare and distribute press releases for district-wide news, issues, or special events in partner districts.
4. Maintain relationship with local media and arrange for media coverage of partner district events and strategic initiatives.

5. Works with partner districts' technology staff to ensure that information posted to the partner district websites, and all affiliated sites, is timely, accurate and updated.
6. Develops and implements publications (brochures, newsletters, letters, information bulletins, programs) for schools and departments, including the distribution/display of such publications.
7. Works with partner district administration, principals, teachers and parents to identify newsworthy events
8. Develops a long-term plan/strategy for the districts in the area of communications/community relations.
9. Other duties as assigned

Term of Employment

This is a 12 month position (260 work days) that has a potential non-traditional schedule with hours as early as 7 a.m. or late as 9 p.m. This position is based in District 69, but shared among three districts. The Communications Director will flexibly schedule their time in consultation with the partner districts. Salary established by the Board of Education.

Evaluation

Performance will be evaluated in accordance with D69 Board policies