

DIRECTOR, COMMUNICATION SERVICES



Position/Title: Director **Department/School:** Communication Services

Reports to: Superintendent **Date:** _____

Incumbent: _____ **Supervisor:** _____

Function and Purpose of Position

Elk Island Public Schools (EIPS) is one of Alberta's largest school divisions, serving over 16,900 students in 42 schools. We are proud to be an integral part of our communities including Sherwood Park, Fort Saskatchewan, Vegreville, Strathcona and Lamont Counties, and the western portion of the County of Minburn.

Reporting to the Superintendent, the Director, Communication Services is the senior strategist responsible for providing professional advice on communications policy, planning, and strategic positioning of the school division. The Director provides vision, leadership, and management of all communication initiatives to enhance the school division's image and visibility while ensuring the establishment of benchmarks and forms of measurement to continually evaluate and improve upon both broad-based and targeted communication strategies.

The Director consults widely to develop strategies and provide guidance and counsel to the Board of Trustees and leadership on communications, external relations, issues management, media relations, and related messaging. As both a leader and mentor, the Director manages a staff of high-caliber, creative professionals and assumes overall responsibility for the department.

Activity A: Media Relations	30%
<ul style="list-style-type: none">▪ Develop key messages and briefing notes, often under tight time constraints and amid shifting department and organizational priorities▪ Coach and provide expert media relations counsel to the Board of Trustees and Senior administration▪ Coordinate media events and activities, including identifying appropriate spokespeople and arranging venues▪ Serve as media spokesperson for EIPS▪ Respond to media inquiries and execute media relations activities ▪ Identify, analyze, and respond strategically to emerging issues▪ Develop the division's social media strategy	

Activity B: Public Relations and Communications**20%**

- Develop and implement strategic communication plans
- Lead internal and external communication initiatives (email, consultation with Board of Trustees, Board Highlights, Committee of School Councils)
- Assist with the coordination and implementation of public involvement campaigns
- Consult on public and school-based initiatives
- Plan, prepare, and deliver public presentations
- Establish, communicate, and enforce system standards
- Coordinate communication in the event of bus cancellations due to inclement weather

Activity C: Strategic Direction**10%**

- Provide input into the development of the division's vision, mission, and values and ensure these are communicated consistently
- Establish department objectives and set priorities for decision making
- Represent Communication Services at Leadership/Sectional meetings
- Provide input into the division's Three-Year-Education Planning process
- Consult with senior management and elected officials on public attitude, opinion, and issues
- Guide program planning for the department
- Research, develop, and update policies and administrative procedures as necessary

Activity D: Advertising, Marketing, Promotion**10%**

- Market and promote the corporate identity both internally and externally
- Oversee advertising, marketing, and promotional pieces and campaigns to reinforce the division and school brands
- Oversee graphic design and printing for school and division initiatives
- Oversee photography and art direction
- Oversee the creation and maintenance of school and division websites
- Plan and implement special events
- Serve as community partnership liaison

Activity E: Personnel Management**10%**

- Supervise, guide, and lead the work efforts of the Communication Services team
- Recommend and oversee the hiring and release of staff in Communications
- Review, evaluate, and make recommendations on performance
- Jointly establish professional growth plans
- Empower staff in the performance of their individual responsibilities
- Professionally coach and mentor staff in the area of communication
- Ensure effective processes are in place for employee productivity

Activity F: Financial Management**10%**

- Prepare the department's operating budget
- Review and evaluate budget on a monthly basis
- Execute signing authority pursuant to the Signing Authority Matrix
- Manage both internal staff and contract personnel

Activity G: Freedom of Information and Protection of Privacy (FOIP) Assistance**5%**

- Assist the FOIP coordinator with requests, investigations, reports, and breeches.
- Assist the FOIP Coordinator with providing guidance/training to employees
- Ensure all personal information collected, used and disclosed, as well as activities undertaken in EIPS, are compliant with FOIP
- Oversee development and annual maintenance of a Directory of Personal Information Banks (PIBs) for EIPS

Activity H: Emergency Response**5%**

- Serving as integral member of the Activated Crisis Response Team, responding to incidents in accordance with the division's Emergency Response Plan
- Prepare appropriate communications in response to an incident
- Liaise with external partners, such as the RCMP and municipalities, to coordinate response protocols and messaging
- Consult and assess aftermath components of emergency planning

EDUCATION AND EXPERIENCE

- a) Education:
 - i) Degree in communications, public relations or marketing.
- b) Affiliations and Designations
 - i) Accredited Business Communicator (ABC) designation through the International Association of Business Communicators (IABC) or APR accreditation through CPRS would be considered an asset.
 - iii) Membership in the Canadian Public Relations Society (CPRS), IABC, and/or Canadian Association of Communicators in Education (CACE) preferred.
- b) Experience:
 - i) Minimum of five years related experience
 - ii) Experience in a School Division may be an asset.

Equivalencies will be considered

KNOWLEDGE, SKILLS AND ATTITUDES

- Strategic communication planning
- Skilled leadership and management expertise
- Exceptional media relations knowledge
- Strong collaborative, interpersonal, and team skills
- Good analytical problem-solving skills
- Outstanding written and verbal communication
- Excellent writing and editing skills
- Knowledge of relevant legislation such as FOIP, School Act
- Budgeting and financial expertise
- Strong computer skills
- Leading edge knowledge of electronic processes for web and printing
- Promotions and event management
- Proactive, comprehensive issues management skills

DECISION MAKING

The Director, Communication Services is required to make decisions on a regular basis, including decisions regarding department budget expenditures, strategic positioning and issues management for the division, department operational and managerial issues, releasing information to internal and external stakeholders, and administrative procedures related to the scope of communications.

WORKING WITH OTHERS

Contacts:

- Board of Trustees
- Media
- Senior Staff – Executive Team
- Principals and Directors
- Employees in the same department/school
- Employees in another department/school
- Municipalities
- Provincial Government Departments
- Students/parents
- Business representatives (suppliers)
- General public
- Vendors for contracts

Purpose of Contact:

- Exchange of factual or everyday information
- Explanation of information or ideas
- Interpretation of information or ideas
- Discussion of problems with a view to obtaining consent or cooperation
- Negotiation of agreements in context of diverging interests, in which cooperation is difficult to achieve

PHYSICAL DEMANDS

Standing and sitting required; frequent use of a computer to perform duties.

WORKING CONDITIONS

Work is located in a comfortable area with little exposure to unpleasant conditions and little physical discomfort. There are frequent interruptions.

ADDITIONAL INFORMATION