

**Anoka-Hennepin Independent School District #11**  
**Job Description**

**Title:** Assistant Director of Communications and Public Relations  
**Department:** Communications and Public Relations  
**Reports to:** Director of Communications and Public Relations  
**Prepared Date:** March 2012

**SUMMARY OF RESPONSIBILITIES**

Assists in the formal Communications and Public Relations activities for the Anoka-Hennepin School District with a focus on technology. Creates and maintains a favorable public image for the District by performing the following duties:

**DUTIES AND RESPONSIBILITIES**

- Oversee implementation of the department's strategic use of social media tools including, but not limited to blogs, Twitter, Wiki, Facebook and more.
- Oversee redesign and then continuous improvement of the district's website
- Provide communication support for emerging technology-based communication
- Manage online media.
- Study emerging communications technology and develop strategies to incorporate it as appropriate in the district's communications efforts.
- Serve as communications liaison to Technology Steering committee and provide communications support to specific district committees and task forces as directed.
- Assist in the development and implementation of the district's communication plan.
- Assist in providing communications counsel to principals and other administrators.
- Develop and implement communication plans for specific district initiatives as assigned.
- Provide communication-related staff development for district administrators.
- Assist with response to requests for information from staff.
- Assist with written communication for print and electronic media.
- Assist with crisis management.
- Assist with media relations.
- Supervise staff writer.
- Perform other tasks and assume other responsibilities as Director may assign.

**SUPERVISORY RESPONSIBILITIES**

This position supervises the staff writer.

**EDUCATION and/or EXPERIENCE**

Requires Bachelor's degree in public relations, mass communication or related field plus five years of related professional experience in public relations or equivalent combination of education and experience.

APR accreditation; previous experience in school communication; knowledge of the Anoka-Hennepin school community; experience working with diverse communities desired.

## **CERTIFICATES, LICENSES, REGISTRATIONS**

None

## **KNOWLEDGE, SKILLS & ABILITIES**

Ability to maintain regular attendance, which includes completing an assigned day.

Excellent analytical and critical thinking and judgment skills.

Proficient in the use of current technology required for the performance of duties, including publication/print software, Web site, and knowledgeable in use of blogs and social networking media.

Excellent verbal, written and interpersonal communication skills.

Knowledge of communication planning, implementation, and evaluation.

Knowledge of the principles and practices of journalism and media relations.

Knowledge of photography and video production.

Skill in writing promotional and informational publications, reports, presentations, media releases, speeches and other communications products.

Ability to interact effectively with individuals and groups in a variety of settings, with persons of diverse backgrounds, experiences and agendas.