

**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:** April 2021

**SUMMARY OF RESPONSIBILITIES**

Assist in the formal communications, public relations, and public engagement strategies and activities of the Anoka-Hennepin School District. Create and maintain a favorable public image for the district, including its departments, schools, and programs, by performing the following duties:

**DUTIES AND RESPONSIBILITIES**

- Assist in the development and implementation of the district's communication plan.
- Maintain the Anoka-Hennepin brand and help district staff do the same.
- Lead and manage electronic communications, including district and school websites, social media pages, and e-newsletters.
- Provide communication support for various initiatives, committees and task forces such as referenda, attendance boundary adjustments, and curriculum adoptions.
- Develop and implement communication plans using the four-step communication process (RPIE/RACE) for various initiatives, committees and task forces. All plans should support the district's mission, vision, and goals.
- Assist with development and implementation of public engagement activities with stakeholders.
- Assist with the management of large-scale events and activities.
- Assist in providing communications counsel to principals, administrators, and other staff.
- Assist with crisis management during pre-crisis, crisis, and post-crisis phases.
- Assist with media relations, both proactively and during crisis situations.
- Assist with written communication for print and electronic media.
- Assist with multimedia (photos, videos, graphics) creation and distribution.
- Provide communication-related staff development for administrators and other staff.
- Provide customer service through response to requests for information from staff and the public.
- Perform other tasks and assume other responsibilities as Director may assign.

**SUPERVISORY RESPONSIBILITIES**

This position supervises two Communication Specialists. Carry out supervisory responsibilities in accordance with school district policies and applicable laws.

Duties include interviewing, hiring, training, and appraising employee performance. Planning, assigning, and directing work. Appraising performance including positive feedback and recommendations for discipline and/or terminations. Addressing complaints and resolving problems.

**EDUCATION and/or EXPERIENCE**

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

**PREFERRED EXPERIENCE**

Master's degree in public relations, mass communications, related field; previous experience working with public schools and/or knowledge of the Anoka-Hennepin school community; or equivalent combination of education and experience preferred.

**CERTIFICATES, LICENSES, REGISTRATIONS**

None

**KNOWLEDGE, SKILLS & ABILITIES**

Ability to prioritize multiple tasks and schedule time appropriately.

Ability to meet deadlines.

Excellent analytical and critical thinking and judgment skills.

Proficient in the use of current technology required for the performance of duties, including graphic design, publication/print software, website software/content management systems, and social media platforms.

Excellent verbal, written and interpersonal communication skills.

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, fact sheets, and other communications products.

Knowledge of AP Style.

Ability to work as part of a team.

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

Ability to allocate resources within a budget.

Ability to travel between locations during the workday.

Ability to work occasional evenings and weekends.

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

**PHYSICAL DEMANDS**

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; talk; and hear; stand; walk; reach with hands and arms. The employee is occasionally required to lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

**WORK ENVIRONMENT**

While performing the duties of this job, the employee is occasionally exposed to outside weather conditions, when driving to various sites. The noise level in the work environment is usually quiet, but may be noisy, depending on activities at locations other than the office.