



Assistant Director - Community Engagement

Job Overview

The job of the Assistant Communications Director - Community Engagement was established for the purpose(s) of working with the Executive Director of Communications and Assistant Communications Director to meet the District's need for increasing community involvement and engagement with external stakeholders by keeping them informed. This position will develop the District's community relations and community outreach program; develop and foster relationships with external WCS stakeholders to improve communication between the two; and continue to evaluate communications strategies with internal stakeholders.

This job reports to the Executive Director of Communications.

Job Functions

- Develops annual community engagement plan for the District.
- Works with local business, civic, community and other organizations to connect these groups to WCS and the District.
- Develops and implements programs to connect schools and the District with those who are not naturally associated with WCS.
- Works with the District's Human Resources Department to support its work in recruitment and retention of employees.
- Evaluates opportunities for students and schools to work with local organizations on outreach projects and activities.
- Creates opportunities for senior citizens to participate in school and/or District events and activities.
- Evaluates opportunities for students to participate in community service projects.
- Creates and incorporates regular and meaningful opportunities for stakeholder input.
- Demonstrates awareness of District and community needs, initiates activities to meet those needs and fosters opportunities for District/community partnerships.
- Oversees the coordination and facilitation of special events, meetings, and activities for the purpose of ensuring they are well planned and operate smoothly.
- Coordinates speaking engagement opportunities for Superintendent and other District leaders and makes presentations to student, parent, and employee groups as well as other internal and external stakeholders.
- Oversees the District's Ambassador program.
- Serves as the information liaison between the school system and the community.
- Assists Assistant Communications Director in creating and developing content for social media.
- Supervises the activities of a Video Producer whose role supports community engagement through video production
 - Assigns and reviews work.
 - Evaluates and reviews employee performance.
 - Counsels with and corrects performance as needed.
- Serves as District representative on community committees as assigned.
- Attends and participates in meetings, workshops, and/or seminars.

Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

Working Environment

The job is performed in a standard office environment and in a generally clean and healthy environment. Generally, the job requires 40% sitting, 30% walking, and 30% standing.

Physical Requirements: occasional lifting, carrying, pushing, and/or pulling; some stooping, kneeling, crouching, and/or crawling; and significant fine finger dexterity.

Qualifications

Minimum experience: Job related experience with increasing levels of responsibility.
10 years of increasingly responsible experience in a related field is preferred.

Minimum education: Bachelor's Degree.



The ideal candidate will have the following education, experience, skills, knowledge, abilities and/or competencies:

- Knowledge of public relations, media relations, communications, marketing, community outreach, and community relations practices and strategies.
- Knowledge of federal and state laws, regulations, and directives pertaining to governmental public information.
- Knowledge of multimedia, multifaceted community-oriented communication strategies and techniques.
- Knowledge and understanding of national, state, and local issues and events affecting public education.
- Skilled in strategic thinking and problem-solving with exceptional interpersonal skills who is open-minded and perceptive to the needs of all stakeholders.
- Ability to exercise tact and diplomacy when dealing with media representatives, parents, children, teachers, principals, representatives from the business community, and the general public.
- Ability to effectively gather, organize, and disseminate information and data, and effectively and persuasively speak at public functions.
- Ability to project and present a favorable and professional image.
- Ability to establish and maintain effective working relationships with the Superintendent, school personnel, media representatives, community groups, local businesses, government representatives and the general public.
- A self-starter with the ability to create and publish a variety of reports, internal and external communication, and news releases.
- A creative visionary who is passionately focused on effecting change and has the ability to merge data-based research with innovation to maximize potential in every area.
- Possess the ability to work alone, implement policy and procedures, interpret data, interview and be interviewed, use a personal computer and relevant software to necessary to convey the District's mission and activities and meet established deadlines.
- Ability to make challenging decisions, remain professional under stress and possess exceptional judgment.
- Exceptional attention to detail.
- Ability to communicate effectively, both orally and in writing.
- Ability to establish and maintain effective working relationships.

Required Testing: None Specified

Continuing Education/Training: None Specified

Required Certificates and/or Licenses: Valid TN driver's license and Evidence of Insurability

Clearances: Criminal Justice Fingerprint/Background Clearance

FLSA Status: Exempt

Employee Type: Classified

Pursuant to the Williamson County Board of Education's policy of equal opportunity employment, Williamson County Schools does not discriminate on the basis of race, color, religion, age, sex, national origin, disability status, genetic information, pregnancy, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.