

## Director of Public Relations

### Qualifications:

- BA degree required; Masters preferred
- Certification in Educational Leadership desired
- Five (5) years teaching and/or administrative experience
- Knowledge of public relations and digital media

### Knowledge, skills and abilities:

- **Preferred candidate will demonstrate**
  - Familiarity in educational resources and needs of deaf children and families
  - Demonstrated management and leadership skills
  - Evidence of maturity, drive, and enthusiasm
  - Preference for a deadline-driven, multi-task environment
  - Superlative communication skills, especially in writing
  - Strong analytical abilities, intellectual curiosity, and unwavering interest in detail
  - Proficiency in digital media best practices (social, SEO, display, etc.)
  - Experience with MS Word products (Word, Excel, PowerPoint others)
  - Strongly preferred ASL (American Sign Language) skills
  - Knowledge of software design platforms needed to build webpages
  - Ability to institute tracking mechanisms that will profile our users

### Reports to:

Superintendent

#### JOB GOAL

The purpose of this position is to plan, create, and deliver digital designs and content for both web and print media to communicate to district stakeholders. In collaboration with technology department, develop and maintain the design and content of the school website and social media platforms. Create written works and visual concepts to communicate ideas that inspire, inform, or engage stakeholders. As well as coordinate public information coming out of the school.

### Program Management:

- Manage: Review all resource types effectively and efficiently: Print, digital, physical, services, staff, and more

- Discover and Deploy: Make the most of the educational resources for dissemination assign and deploy them with resource manager as it pertains to deaf children and educational strategies
- Track: Easily keep track of where and how your organization's assets are being utilized and archived demographical information
- Make Informed Decisions: Correlate investment in assets to learning results
- Accountability and Availability: Assign accountability for assets to specific individuals and ensure availability

## **Responsibilities:**

- Develop, design, implement, and maintain the district internet website and Intranet/Employee portal website
- Provide design, guidance, training, and support for school-level websites and social media accounts
- Develop and implement a web content strategy process for district and school-level websites and social media accounts
- Ensure quality, relevant and timely content, strategy process for district and school-level websites and social media accounts
- Design and maintain content for district social media accounts in collaboration with the school superintendent, graphic designer, & media resources coordinator
- Coordinate and collaborate with staff from all departments to develop or procure content for website and social media accounts
- Copy, edit, proofread, and revise communications
- Write and dispatch news releases as assigned by the Superintendent
- Enforce guidelines, standards, district policies, and state laws as they pertain to all websites within the district
- Track and analyze web traffic statistics, including social media accounts, for periodic reporting and review of content effectiveness
- Contribute to the production of district communication projects by developing the overall layout and design in collaboration with the district Media Resource Coordinator and Superintendent
- Design and produce district marketing materials (internal and external) ensuring all graphic design work meets district guidelines. Marketing materials may include, but is not limited to, brochures, data sheets, info-graphics, posters, presentation materials, illustrations, logo designs, exhibit materials, print ads, and banner ads
- Provide the department with the most current information regarding techniques and technology of website development and graphic design by reading, attending classes and seminars, etc.
- Assist with the planning and purchasing of the most current software and material for design and production work as part of the budget process
- Supervision of staff
- Other responsibilities as assigned

## **Working Conditions:**

Ability to interact successfully with academic faculty and staff as well as other TEAM members. Work effectively as either a leader or team member to insure that departmental goals are met by providing support to staff regardless of program designations and always keeping students and graduates best interest as a priority.

**Salary and Benefits:**

- Salary is set by the Commissioner of Education dependent on education and experience
- State provides benefits including medical, dental, vision, and life insurance, pension retirement, 401(k) match, employee assistance program, higher education discounts for self and children and more and PTO.

*The applicant selected for this position must complete full background checks including fingerprinting. Background checks will be completed through TBI, FBI, DCS, TN Registry of Sexual Offenders, and TN Registry of Abuse.*

**How to Apply:** Applications must be submitted by February 2, 2018.

Applications and resumes can be sent to:

Dr. Nancylynn Ward

Superintendent

Tennessee School for the Deaf

2725 Island Home Blvd.

Knoxville, TN 37920

N.Ward@tsd.k12.tn.us