

# Director III, Media Relations Director, Media Relations Department

## Position Details

Job Code: U7102

Reference Code: A430

Division/Unit: Communications

Classification: Professional-Technical

Terms of Employment: [Step 44 of the Unified Administrative Salary Schedule, 12 Months](#)

FLSA STATUS: EXEMPT

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## Position Summary

This position is responsible for planning, directing, and executing a comprehensive communication program, serving parents, staff, legislators, and voters. This position will manage internal communication and media relations programs and direct a comprehensive communications program to support the District's mission and goals. This position is directly responsible to the Chief Communications Officer, Communications Unit.

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## Essential Duties and Responsibilities

The list of Essential Duties and Responsibilities is not exhaustive and may be supplemented.

1. Develops and oversees communications plans to familiarize internal and external audiences with policies, procedures, and activities of the Clark County School District Board of Trustees and the Clark County School District, including budget planning for meeting those objectives.
2. Develops and directs new programs for external and internal audiences that communicate District objectives and positions regarding a variety of issues;

- promotes community and internal understanding; increases support for District positions; and improves the public's perception of the District.
3. Establishes internal communications strategies and channels as appropriate to support a robust and consistent messaging environment throughout the CCSD system that aligns with and extends the District's mission, vision, and strategic plan. Leverage internal communications channels to support organizational change management initiatives as appropriate.
  4. Directs the writing and editing of speeches, scripts, talking points and correspondence for the Superintendent of Schools, Senior Staff and the Board of School Trustees. Oversees the responses to newspaper Editorials, Letters to the Editor and Guest Columns to further the District's messaging, goals and mission.
  5. Directs a social media strategy targeted to internal and external audiences to promote District objectives. Oversees and produces regular promotional videos that feature the Superintendent and District staff. Directs and produces broadcast television quality content that highlights the accomplishments of students.
  6. Supervises news conferences, and supervises the production and distribution of news releases.
  7. Cooperates with the Board of School Trustees, District administrators, school principals, and other staff members, as appropriate, in publicizing and promoting performances, exhibitions, displays, dedications, or special programs. Coordinates all events to align with the department's larger communications and marketing strategies.
  8. Provides professional communications counsel and assistance to the Board of School Trustees, District administration, parent groups and student groups.
  9. Serves as a member of vital District committees and planning groups and attends meetings in support of these groups, as needed.
  10. Provides and recommends innovative avenues of communication for external and internal audiences. Oversees a strategy for regular two (2)-way communication between employees, the community, and the District, to include email newsletters and other special publications, online campaigns, etc.
  11. Solicits feedback through formal and informal means on the effectiveness of activities, products, and purposes of communication efforts and the District in general, to include utilizing focus groups, surveys, email campaigns, etc.
  12. Develops and maintains accurate records of the District's communications program.
  13. Facilitates selected recognition programs for employees and students.

14. Performs other duties related to the position, as assigned.

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## **Position Expectations**

1. Knowledge of public relations practices, procedures, techniques, and terminology.
  2. Knowledge of educational needs, goals, and objectives of the District.
  3. Knowledge of District and state standards and requirements concerning school District legislative and community relations functions.
  4. Ability to prepare and edit copy for a variety of audiences and communications media and to make oral and written presentations. Proven ability to convert complex subject matter into easily understood concepts. Mastery of Associated Press (AP) style.
  5. Ability to plan and organize special and continuing events that support a larger communications and marketing strategy.
  6. Ability to meet deadlines and handle competing priorities in a high-pressure, dynamic work environment.
  7. Ability to deal effectively and courteously with associates, community leaders, government officials, and the general public.
  8. Mastery of oral and written communication skills.
  9. Ability to supervise administrative and support professional personnel to balance a demanding workload and ensure the goals of the department are met.
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## **Position Requirements**

### **Education and Training**

An earned bachelor's degree from an accredited college or university in advertising, communications, English, journalism, marketing, public relations, or a related field or currently serving as a professional-technical employee with the Clark County School District.

### **Licenses and Certifications**

A valid driver's license or state-issued identification card.

### **Experience**

1. Satisfactory service in corresponding or related positions or five (5) years of successful supervisory experience related to the administrative position.

2. Eight (8) years of experience working successfully with media outlets, working in video production, and developing and implementing successful social media campaigns.
3. Five (5) years increasingly responsible experience writing, directing, and/or producing communications plans, marketing materials, and television programming, preferably with a public entity or a large organization.
4. Demonstrated experience with and knowledge of local community agencies, leaders, and media outlets.

## **Preferred Qualifications**

Familiarity with educational or public sector settings. Additional private sector experience or experience with a large organization preferred.

**When applying for an administrative position, candidates must meet the minimum qualifications as listed on the appropriate position vacancy announcement.**

## **AA/EOE Statement**

The Clark County School District is proud to be an equal opportunity employer. The Clark County School District is committed to providing all applicants and employees equal employment opportunities without regard to race, color, religion, sex, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or military status or other characteristics protected by applicable law. Here at Clark County School District we are a diverse group of people who honor the differences that drive innovative solutions to meet the needs of our students and employees. We believe that through a culture of inclusivity we have the power to reflect the community we serve.

## **Job Revision Information**

- Revised: 03/20/23
- Created: 10/08/08