



Lansing Unified School District 469

200 East Mary Street
Lansing, Kansas 66043
913-727-1100
www.usd469.net

Job Title: Director of Communications & Marketing

Reports to: Superintendent

Purposes and Objectives of the Position:

Supports the coordination of operations and necessary communications throughout the school communities. The Director of Communications & Marketing will market the district and promote positive public relations between the school and community. Provides administrative support to the superintendent for effective communications of community engagement programs and projects.

Qualifications:

- Bachelor's degree in Business Management (or related degree)
- Thorough knowledge of the district's philosophy, goals, and mission
- Minimum three years successful experience working with spreadsheets and word processing software.
- Minimum three years successful experience working with photography, design, writing, and editing.
- Minimum three years successful website design experience.

Specific Duties and Requirements:

- Establish and maintain effective working relationships with all stakeholders
- Oversee all media, publicity, and marketing efforts for the district and schools
- Compile, maintain and organize files responsible for technical communications
- Compose and type routine correspondence
- Receive and respond to requests for information
- Compile information and prepare statistical reports
- Coordinate district website software updates
- Oversee district and school website content updates
- Coordinate district/school newsletters for printing and/or digital publication
- Work closely with faculty and administrators to effectively communicate what is going on around the district on website, app, social media, email, etc.
- Oversee the automated system to track and manage employee requests and/or issues related to communications and the district website in a timely manner
- Serve on the district's crisis team to assist in public information, notification and managing media relations
- Meet with the superintendent yearly for an annual evaluation.
- Prepare monthly Director of Communications and Marketing Report for BOE to be shared via Board Docs during each regular board meeting.
- Other duties as assigned by the Superintendent of Schools.

The district reserves the right to modify job duties or job descriptions at any time.

USD 469 Board of Education Policies

Knowledge, Skills, and Abilities Required:

- Ability to work cooperatively and constructively with others, including the ability to communicate effectively with a broad number of audiences.
- Ability to manage job responsibilities and to meet the established district outcomes.
- Ability to use necessary district-identified computer hardware and software, and other district-provided technology.
- Ability to physically adapt to the compressed time schedule of a school day and year.