



ROCKWOOD SCHOOL DISTRICT SUBURBAN ST. LOUIS COUNTY

EXECUTIVE DIRECTOR OF COMMUNICATIONS

POSITION AVAILABLE

ADMINISTRATIVE ANNEX 2020-21 SCHOOL YEAR

The Rockwood School District is seeking an outstanding educator for the position of Executive Director of Communications.

- Establish, implement, and oversee a multi-channel communications strategy including interviews, news releases, publications with the communications department.
- Prepare and manage all communications material.
- Manage media relations and develop contacts with media members, influencers, and community leaders.
- Lead a team of communication, marketing, web, digital communication, and school community.
- Provide leadership in the creation of digital, video, audio, and print content.
- Track engagement across various platforms and make data-driven decisions.
- Manage presence at district events and conferences.
- Create budget for communications team and ensure compliance.
- Serves as district spokesperson during media interviews or inquiries.
- Creates and distributes regular news releases and tip sheets to national and local media.

BASIC REQUIREMENTS

- Bachelor's Degree in Communications and/or Education with an emphasis in public relations; a Master's Degree in Communications is preferred.
- Three to five years' experience in public relations or educational communications with executive-level responsibilities involving both policy, decision making, and management.
- A candidate for, or recipient of, Accreditation in Public Relations (APR) as recognized by the Public Relations Society of America or the National School Public Relations Association.
- Demonstrated ability to maintain a calm demeanor in a wide variety of situations.
- Excellent interpersonal, verbal and communication skills.

Competitive salary and benefits

Starting Date: ASAP

260 Day Contract

Screening to begin: November 12, 2020

All applicants need to complete an **administrative** online application at:

<https://rockwood.ted.peopleadmin.com/hire/index.aspx>

External applicants need to attach the following to your online application: letter of interest stating salary expectations, resume, and copy of your current certification.

Internal to Rockwood applicants need to attach the following to your online application: letter of interest and resume.

Rockwood Fast Facts

The Rockwood School District is a growing, dynamic and highly-respected education system in west and southwest St. Louis County. Our mission is to do whatever it takes to ensure all students realize their potential.

- District encompasses 150 square miles
- Nearly 21,000 students enrolled
- 19 elementary schools
- 6 middle schools
- 4 high schools
- Separate campuses for Gifted, Early Childhood and Alternative High School Education
- Over 1,500 Certified Staff
- Over 2,500 Support Staff

Innovative, Progressive Learning Environment

- AAA Rating with S & P Rating Agency
- Seventeen National Schools of Character
- Eighteen Missouri Schools of Character
- Accreditation: Distinction in Performance with High Achievement from the Missouri Department of Elementary and Secondary Education
- Excellent score on the Annual Performance Report from the Department of Elementary and Secondary Education
- Largest school district in St. Louis County

Opportunities for Professional Growth and Advancement

- National award-winning staff development program
- Tuition reimbursement to attend area universities and colleges for evening and summer graduate programs
- 137 National Board Certified Teachers, one of the highest in Missouri

Visit our Web site: www.rsdmo.org

It is the policy of the Board to accord equal considerations and impartial treatment regardless of race, color, national origin, religion, marital status, sex, age, genetic information, disability, handicapping conditions, or any other factor that is not a proper legal basis for an employment decision.

Rockwood School District
Human Resources
111 East North Street, Eureka, MO 63025
Phone: 636-733-2035

Posted on October 14, 2020