



JOB DESCRIPTION

Director (Executive Communications)

DIVISION: Office of Chief of Staff	GRADE: 137
DEPARTMENT: Office of Communication and Public Engagement	WORK DAYS: Annual
REPORTS TO: Executive Director (Communications and Public Engagement)	FLSA STATUS: Exempt
CLASSIFICATION: At-Will	DATE: 5/30/2021

Our Mission: Through a caring culture of equity, trust, and collaboration, every student will graduate ready for college, career, and life.

Our Vision: A high-performing school district where students love to learn, educators inspire, families engage, and the community trusts the system.

Our Guiding Principles: **Equity** in our approach to decision making, **Ethics** to demonstrate our integrity, **Engagement** with our school community, and **Excellence** in everything we do.

POSITION SUMMARY

The Director of Executive Communications researches, writes, and prepares remarks, talking points, executive-level correspondence and strategic messaging to support communicating the District's mission and vision. As a key member of the Office of Communications & Public Engagement team, the Director of Executive Communications is the senior writer and supports executive-level projects that include school board meetings, the superintendent's state of the district event, employee meetings, APS Strong E-newsletter, District blogs, and oversight of the annual Student Guidebook. Additionally, the Director develops and implements communications strategies that highlight the district's progress through targeted media placements and other special writing projects as needed. This position requires occasional evening work hours and the ability to manage changing priorities in a fast-paced environment. This position reports to the Executive Director of Communications & Public Engagement.

MINIMUM REQUIREMENTS

EDUCATION:

- Bachelor's degree in Journalism, Communications, Public Relations, Fine Arts, Psychology, or related field required.

CERTIFICATION/LICENSE:

- N/A

WORK EXPERIENCE:

- 8 years of practical experience in the communications field.
- Proven experience as a speechwriter for executives and senior leaders.
- Experience with research and writing projects that address diverse audiences.

KNOWLEDGE, SKILLS & ABILITIES



- Excellent communication, presentation and facilitation skills.

ESSENTIAL DUTIES

- Researches, writes, and prepares remarks, scripts, speeches, talking points and blogs.
- Produces monthly E-newsletter targeting district stakeholders.
- Develops and implements the communications strategy for the annual state of the district address.
- Supports writing needs for signature events.
- Works closely with Communications Team to align strategic messaging with other communications priorities.
- Required to have prompt, regular attendance in-person and be available to work on-site, in-person during regular business hours and as needed.
- Performs other duties as assigned by an appropriate administrator or their representative.

PHYSICAL ABILITIES AND WORKING CONDITIONS

The physical abilities, working conditions and other conditions of employment listed in this document are representative of, but are not intended to provide an exhaustive list of the requirements for positions in this classification. In the event of an emergency or situation requiring guidance from Federal, State, or local or school district authorities, the requirements of this position may change temporarily or for the school year to best serve the needs of our students.

Vision: Ability to read small print and view a computer screen for prolonged periods.

Hearing: Ability to tolerate exposure to noisy conditions.

Speech: Ability to be understood in face-to-face communications, to speak with a level of proficiency and volume to be understood over a telephone or computer.

Upper Body Mobility: Ability to use hands to grasp, and manipulate small objects; manipulate fingers, twist and bend at wrist and elbow; extend arms to reach outward and upward; use hands and arms to lift objects; turn, raise, and lower head.

Strength: Ability to lift, push, pull and/or carry objects which weigh as much as 5 or more pounds on a frequent basis. Incumbent may be required to physically restrain parties involved in a conflict.

Environmental Requirements: Ability to encounter constant work interruptions; work cooperatively with others; work independently; work indoors.

Mental Requirements: Ability to read, write, understand, interpret and apply information at a moderately complex level essential for successful job performance; math skills at a high school proficiency level; judgement and the ability to process information quickly; learn quickly and follow verbal procedures and standards; give verbal instruction; rank tasks in order of importance; copy, compare, compile and coordinate information and records. Understand how to manage stress.

Remote Work Requirements:

Additional Work Conditions & Physical Abilities: Ability to be flexible and adapt as needed between various in-person working environments.

The Atlanta Public School System does not discriminate on the basis of race, color, religion, sex, citizenship, ethnic or national origin, age, disability, medical status, military status, veteran status, marital status, sexual orientation, gender identity or expression, genetic information, ancestry, or any legally protected status in any of its employment practices, educational programs, services or activities. Reasonable accommodations may be made to enable individuals with disabilities to perform essential duties.



This job description is intended to accurately reflect the duties, responsibilities and requirements of the position. It is not intended to be and should not be construed as an all-inclusive list of all the responsibilities, skills, or working conditions associated with the position. Management and administration reserves the right to modify, add, or remove duties and assign other duties as necessary.