

ROLE OF DIRECTOR OF COMMUNICATIONS

Background

Guided by the High Prairie School Division's (HPSD's) vision, mission, and core values, the Director of Communications will assist the Superintendent in fulfilling the general and specific aspects of the role description for the Superintendent as defined in the Education Act and Board policy.

The Director of Communications is directly responsible and accountable to the Superintendent.

Procedures

The Director of Communications will have specific responsibilities for:

1. Communications

- 1.1. Develops effective communication campaigns, programs and initiatives that deliver a positive brand identity for the HPSD, including but not limited to branding, event marketing, public relations and advertising.
- 1.2. Manages the HPSD website and school websites to ensure current, effective and relevant communication with stakeholders.
- 1.3. Manages HPSD communications tools and social media channels with regularity to promote engagement with stakeholders.
- 1.4. Ensures positive working relationships with media outlets and proactively manages these contacts to ensure positive HPSD coverage.
- 1.5. Supports the celebration of staff and students through promotion internally and externally as appropriate.
- 1.6. Produces meaningful materials to promote the HPSD, its people, and its programs.
- 1.7. Supports the creation and implementation of training programs on social media, communications, and other skills for HPSD staff.
- 1.8. Develops, maintains, and implements, as required, a crisis communication plan.

2. Community Relations

- 2.1. Supports HPSD's community engagement initiatives, with particular attention to online engagement.
- 2.2. Supports the maintenance of positive and effective relations with stakeholders.
- 2.3. Participates actively in community affairs in order to enhance and support the HPSD's mission.
- 2.4. Develops and maintains positive and effective relations with provincial and regional government departments and agencies, when appropriate.
- 2.5. Participates as a volunteer with the Alberta Rural Education Symposium to provide appropriate communications.

3. Promotions/Marketing

- 3.1. Co-ordinates advertising and promotion of HPSD and school programs and events.
- 3.2. Develops and evaluates promotional materials including advertising, media advisories, reports, plans, products, and other documents.
- 3.3. Organizes and implements marketing campaigns aligned with HPSD priorities.

4. Human Resources Management

- 4.1. Ensures job descriptions are developed and updated, and evaluation processes are implemented, for "direct reports", in accordance with the procedures established by the assistant Superintendent, Human Resources.
- 4.2. Provides input to the Assistant Superintendent, Human Resources with regard to the recruitment and appointment of related staff.
- 4.3. Provides support for the professional development and certification requirements of related staff.

5. Policy/Administrative Procedures

- 5.1. Assists the Superintendent in the planning, development, implementation and evaluation of Board policies and administrative procedures within areas of responsibility.

- 5.2. Ensures the application of Board policies and administrative procedures as required in the performance of duties.
- 5.3. Makes accessible to the public the Board Policy Handbook and the Administrative Procedures Manual in accordance with the FOIP Act and in a timely and courteous manner.

6. Organizational Management

- 6.1. Within areas of responsibility, demonstrates effective organizational skills resulting in compliance with all legal and Board mandates and timelines and adherence to Superintendent directives.
- 6.2. Contributes to HPSD's culture which facilitates positive results, effectively handles emergencies, and deals with crisis situations in a team-oriented, collaborative, and cohesive fashion.
- 6.3. Assists the Superintendent in the development of the Annual Board Work Plan.

7. Superintendent Relations

- 7.1. Establishes and maintains positive, professional working relations with the Superintendent.
- 7.2. Respects and honours the Superintendent's role and responsibilities and facilitates the implementation of that role.
- 7.3. Provides information which the Superintendent requires to perform their role in an exemplary fashion.

8. Professional Practices

- 8.1. Models high standards of ethical conduct and a commitment to personal and professional growth.
- 8.2. Represents the HPSD in a positive, professional manner.
- 8.3. Demonstrates superior interpersonal, communications and presentation skills.
- 8.4. Models excellent time management skills and an ability to work independently with minimal supervision.
- 8.5. Demonstrates an ability to work in a team oriented, collaborative environment.
- 8.6. Deals effectively with the public in a timely and courteous manner.
- 8.7. Maintains a professional attitude and appearance.
- 8.8. Exhibits a high level of personal, professional, and organizational integrity.
- 8.9. Maintains confidentiality in all matters pertaining to the HPSD and its operation.
- 8.10. Demonstrates initiative, creativity, and innovation.
- 8.11. Demonstrates an understanding of and provides support for Board governance structures and HPSD priorities.
- 8.12. Commits to life-long learning and participates in meaningful professional development.
- 8.13. Maintains membership in appropriate professional associations for the benefit of the HPSD's communications needs.
- 8.14. Establishes and maintains professional working relationships with all levels of the organization.

HPSD Appendices

[Appendix 455A – Performance Assessment Guide \(PAG\) for Director of Communications](#)

References

Education Act Sections 53, 196, 197, 222, 225

Employment Standards Code

Freedom of Information and Protection of Privacy Act

Labour Relations Code

Occupational Health and Safety Act

Approved: January 17, 2024

Reviewed: