

**NEWARK BOARD OF EDUCATION
HUMAN RESOURCE SERVICES
765 BROAD STREET, NEWARK, NEW JERSEY 07102
ROGER LEÓN, SUPERINTENDENT**

**Director of Communications
Communications Office**

(Pending availability of funds and Board of Education approval)

The Superintendent invites qualified and interested persons to apply for the position of **Director of Communications** within the Communications Office.

DEFINITION: Newark Board of Education seeks a dynamic leader who will bring creativity and drive to the office of communications to improve the way the school district communicates with external and internal audiences. The NBOE Communications Department is responsible for promoting NBOE' work and initiatives, strategic communication within and outside of NBOE, and managing the NBOE brand. Communications oversees media relations, online communication, and a public access television channel and collaborates with every NPS department to drive employee and constituent relations.

QUALIFICATIONS

1. Master's degree (MMP, MPA or related field) from an accredited college or university.
2. Five (5) years of experience working directly with state or local government and/or large philanthropic organizations.
3. Significant experience managing and developing organizational communications strategy.
4. Superb computer skills including Microsoft Office Suite, Google Suite, Adobe.
5. Established networks with all local, regional, and national media outlets.

RESPONSIBILITIES

The Executive Director of Communications responsibilities will include, but not limited to, the following:

1. Develop a clear and cohesive communication plan/strategy
2. Collaborate with the leadership team on issues related to communications and public affairs
3. Build strong relationships and manage the press and media
4. Secure positive, accurate, and robust national and regional media coverage that increases awareness, understanding, and support of the Newark Board of Education and the Superintendent
5. Ensure that organizational leaders have the strategic guidance they need to engage the media as an effective lever to further their goals
6. Serve as a key external voice on behalf of the organization
7. Oversee the editorial process of all major district publications
8. Ensure quality control of all information that is released
9. Ensure audiences have access to and understand the Superintendent's vision for the Newark Board of Education' student success and education reform efforts
10. Manage crisis situations through collaboration with the leadership team and management of media outlets
11. Develop, launch and maintain a Newark Board of Education branding campaign to clearly portray the vision of the Superintendent
12. Generate informational content for stakeholders through publications such as newsletters, press releases, email announcements, videos, special projects
13. Develop influential speeches and talking points for senior staff and the Superintendent

14. Collaborate with building principals and department leaders to showcase events, activities, recognitions at the school sites
15. Promote and attend multiple events across the district

KNOWLEDGE AND ABILITIES

The ideal candidate will demonstrate the following:

Vision and Courage to Ensure All Students Achieve

- Passionately believes that all students can achieve at high levels.
- Holds self personally responsible for ensuring high academic achievement of all students.
- Develops, articulates, and builds buy-in to a clear vision and mission.
- Offers innovative solutions to seemingly intractable problems.
- Unwavering commitment to getting the job done; willing to go above and beyond and do what it takes at any time to meet the needs of NPS' students.

Communication and Public Relations

- Superior written, editing and verbal communication. Tailors message for the audience, context, and mode of communication.
- A proven record of publishing communication projects and writing strong editorial driven content.
- Builds coalitions and works collaboratively with diverse stakeholders at all levels.
- Ability to foster consensus and resolve conflicts. Exhibits willingness to have difficult conversations.
- Embraces change and demonstrates flexibility when priorities shift.
- Strong and confident leadership

Strategic Planning and Effective Execution

- Exhibits a strong focus on goals and results. Sets clear metrics for success.
- Thrives in an achievement-oriented and fast-paced environment.
- Demonstrates outstanding critical thinking skills, including the ability to analyze data, identify trends, pinpoint problems and root causes, and develop innovative solutions.
- Demonstrates excellent execution and project management skills, including the ability to balance the big picture with detailed steps.
- Strong project manager who can lead diverse projects across the communications space in the district from start to finish.

Effective Problem Resolution

- Supports the prioritization and alignment of people, time, and resources to the most important issues.
- Able to coordinate across multiple departments and build effective relationships to efficiently identify the best and timeliest solutions.
- Provides feedback/support that assists others in maximizing their contribution.

REPORTS TO: SUPERINTENDENT

SALARY, EMPLOYMENT PERIOD AND UNION AFFILIATION

1. Salary: This position is competitive and based on experience. The salary range for this position is \$110,000- \$125,000.
2. Employment Period: Twelve (12) Months
3. Union Affiliation: Unaffiliated

How to Apply

Newark Board of Education only accepts electronic applications. If you are a current employee, you must apply via the Employee Self Service website.

If you do not have access to a computer, we welcome you to visit the Newark Board of Education employment kiosks located at 765 Broad St, on 2nd floor, Human Resources reception area between the hours of 9:00 AM and 4:00 PM Monday through Friday. Help will be available.

OPENING DATE:

CLOSING DATE:

Job ID:

**THE NEWARK BOARD OF EDUCATION IS AN
EQUAL OPPORTUNITY/ AFFIRMATIVE ACTION EMPLOYEE**