



HACKENSACK PUBLIC SCHOOLS
191 Second Street, Hackensack, NJ 07601
JOB DESCRIPTION

TITLE:	Communications/Media Specialist	
REPORTS TO:	Superintendent	
DATE APPROVED:	January 24, 2024	BY: Hackensack Board of Education

NATURE AND SCOPE OF JOB:

The Communications/Media Specialist(CMS) leads strategic communications and marketing initiatives that foster the school's vision and mission. The CMS oversees both internal and external messaging for critical school communication and is responsible for the development and implementation of a comprehensive and dynamic communications, marketing, and public relations strategy for the school that supports the strategic plan, academic, admission, and fundraising objectives. The CMS must possess excellent community relations skills and be able to speak professionally and tactfully to external agencies as necessary.

QUALIFICATIONS:

1. Hold a Master's Degree in Communications/Marketing or higher from an accredited college or university.
2. Have at least five (3-5) years of successful experience as a Communications Director.
3. Demonstrate excellent leadership and organizational skills and the ability to motivate people.
4. Demonstrate integrity and good moral character and initiative.
5. Demonstrate aptitude and competence for assigned responsibilities.
6. Provide proof of U.S. citizenship or legal resident alien status and required criminal background check.
7. Provide evidence that health is adequate to fulfill the job functions and responsibilities with reasonable accommodation pursuant to 42 U.S.C. 12101 and in accordance with N.J.A.C. 6:3-4A.4.

TERMS OF EMPLOYMENT:

Twelve (12) month work year; salary and benefits as per the County approved contract; and all conditions established by the laws of the State of New Jersey, and policies and regulations established by the Board of Education (N.J.S.A. 18A:27-4 et seq.).

PERFORMANCE RESPONSIBILITIES:

Communications & Public Relations

1. Develop school-wide communication plans and processes for effective and proactive communication for all school constituents.
2. Understand the dynamics of the school community, executive leadership team, staff, and Board of Education.
3. Assist with the development and editing of high-priority correspondence for the Head of School, leadership team, or staff when messages will be sent to a majority of current parents and/or prospective families or the general public. Special attention to be paid to voice and tone.
4. Create and maintain an integrated school-wide communications calendar to manage communicate effectively and proactively with all school constituents to identify and develop newsworthy content
5. Oversee website and electronic communication templates, including preparing and editing for distribution.
6. Serve as primary contact for media personnel; manage all public relations activity.
7. Create and maintain the school's crisis management communication plan. Website Management/Community

- Outreach.
8. Oversee and maintain the school's website - design, content development, and functionality - including internal components of the website portals, in order to promote the visual image and voice of the school.
 9. Create and oversee social media strategy.
 10. Work closely with the IT staff to support website portals. Seek innovative opportunities to enhance the website (videos, podcasts, news stories, photos, etc.)
 11. Initiate new functionality for the website in keeping with evolving technology, including updating the mobile application website as needed with regards to content, navigation, and readability.
 12. Review, address and respond to email communication received via the website.

Marketing and Branding

1. Maximize public awareness of the districts mission through a single, clear voice that establishes brand identity.
2. Identify strategies for building and enhancing the school's reputation in the community, including external partners and other private and public schools.
3. Develop and implement a successful Marketing and Communications plan that focuses on core themes delivered through face-to-face, online and social networking channels.
4. Connect with various constituencies to support overall communications objectives.
5. Set priorities and strategies for communications, marketing, and events planning; collaborate with staff and volunteers on implementation, and ensure deadlines are met with quality, consistency, and accuracy.
6. Establish a system for tracking and reporting on key communications metrics.
7. Lead the editorial development, design, production, and distribution of print, digital, and social media content (i.e. annual report, viewbook, campaign materials, advertisements, logo design, programs, and invitations and fliers for school events).
8. Collaborate with the IT Coordinator to design strategies and implement actionable marketing plans that support the school's admissions and development objectives, including fundraising campaigns.
9. Research, collaborate, and manage all outside creative resources (i.e. graphic designers, contractors, photographers) as well as volunteers to ensure alignment on communications.
10. Work with the IT to create and manage auxiliary (camp, bus, afterschool) communications and marketing.
11. Remain current with industry best practices; assess communications efforts of other private and public schools.
12. Create and disperse consistent style standards, and brand standards and communicate these with employees to create brand consistency.
13. Any other duties as assigned by the Superintendent or designee. The preceding functions have been provided as examples of the types of work performed by employees assigned this job classification. School Administration reserves the right to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that the qualified employees can perform the essential functions of the job.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential responsibilities and functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential responsibilities and functions of this position.

ENVIRONMENTAL DEMANDS:

The environmental demands described here are representative of those that must be met by an employee to successfully perform the essential responsibilities and functions of the job and are not meant to be all inclusive.

1. Exposure to a variety of childhood and adult diseases and illnesses.
2. Occasional exposure to a variety of weather conditions.
3. Exposure to heated/air conditioned and ventilated facilities.
4. Exposure to a building in which a variety of chemical substances are used for cleaning, instruction,

and/or operation of equipment.

5. Function in a workplace that is usually moderately quiet but that can be noisy at times.

EVALUATION:

Performance of this job will be evaluated annually in accordance with New Jersey State Law and the provisions of Board policy on evaluations.