



T U L S A

PUBLIC SCHOOLS

Job Title: Director of Community and School Relations

Department: Communications
Reports To: Executive Director of Communications
Grade: BL-10
Number of Days: 12 Months
Security Access: ESC
Current Date: January 17, 2013
Overtime Status: Exempt

Job Objectives: Serve as community engagement director for Tulsa Public Schools with its various communities of interest. Also responsible for supporting and overseeing the ongoing efforts at TPS magnet schools as they continue to grow, flourish and attract new students.

Minimum Qualifications:

- Education:
 - Minimum of Bachelor's degree in education, public relations, communications, journalism, marketing or a related field.
- Specialized Knowledge, Licenses, etc:
 - Knowledge and skill in community engagement, print, electronic and oral communication processes and techniques.
- Experience:
 - Minimum of ten years of progressively responsible experience directly related to public relations, community engagement and/or marketing.
 - Must have proven leadership and management ability.
 - Will possess experience in identifying and meeting specialized needs of racially, ethnically, and economically diverse students.
 - The Director will have also worked as teacher and/or administrator in a racially integrated setting or at least three years.
- Skills in collaborative decision-making and teamwork will be another essential qualification.
- Will also be knowledgeable about the importance of input from community, business and parent groups and be committed to improving academic achievement of students attending our magnet schools.

Responsibilities and Essential Functions: The following duties are representative of performance expectations. A reasonable accommodation may be made to enable a qualified individual with a disability to perform essential functions.

- Develop, implement and refine plans that increase the level of meaningful community and family engagement in District and school planning and activities.

- The director will manage all phases of a magnet program development and refinement.
 - This will include directing and supporting revision of magnet schools' curricula and developing innovating instructional strategies, assisting advisory committees in development of their magnet themes, marketing the project, designing and implementing student recruitment efforts, monitoring the application process, planning and implementing outreach activities.
- Will be in charge of representing the needs of principals at each magnet school to provide support, guidance and supervision.
- The director will supervise all magnet staff and coordinate activities of the advisory committees.
- Develop, implement, and refine marketing plans designed to accomplish the District Strategic Plan goals related to magnet schools.
- Oversee the planning of District-wide events and meetings.
- Collaboratively develop, implement and refine plans to improve climate and customer service at the Education Service Center.

Skills and Abilities Required: The following characteristics and physical skills are important for the successful performance of assigned duties.

- Knowledge and skill in community engagement, print, electronic and oral communication processes and techniques.
- Minimum of ten years of progressively responsible experience directly related to public relations, community engagement and/or marketing

Supervisory Responsibility: Does not directly supervise any individuals.

Working Conditions: Exposure to the following situations may range from remote to frequent based on circumstances and factors that may not be predictable.

- Primarily office work and some off-site meetings and events.
- May require some mild physical labor.

Tulsa Public Schools is an equal opportunity employer offering employment without regard to race, color, religion, gender, national origin, age, sexual orientation, or disability. This job description summary does not imply that these are the only duties to be performed. This job description is subject to change in response to funding variables, emerging technologies, improved operating procedures, productivity factors, and unforeseen events.