

Board of Education 2nd Monthly Meeting  
Thursday, March 25, 2021 12:00 PM

Norfolk Public School's Central Administration  
Office  
P.O. Box 139  
Norfolk, NE 68702-0139

## **Agenda**

1. Date Public Notice Appeared in the Norfolk Daily News:
2. Call to Order
  1. Roll Call
  2. Declaration of a Legal Meeting
3. Action Items
  1. Discuss, consider and take action regarding contracts
  2. Discuss, consider and take action to approve resignations
  3. Discuss, consider and take action to approve the hiring of a full-time Communications Director
  4. Discuss, consider and take action to approve the bid for Chromebooks
  5. Discuss, consider and take action to approve the bid for Chromebook Touches
4. Future Meetings
5. Adjournment
6. Convene Executive Session -- If Needed to Protect the Interest of the District or to Prevent Needless Injury to the Reputation of an Individual.
7. Reconvene Meeting from Executive Session
8. Approval of Any Action Deemed Necessary as a Result of Executive Session



## **Norfolk Public Schools**

### **DRAFT Job Description**

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It is the policy of Norfolk Public Schools to not discriminate on the basis of sex, disability, race, color, religion, veteran status, national or ethnic origin, age, marital status, pregnancy, childbirth or related medical condition, or other protected status in its educational programs, admission policies, employment policies or other administered programs. Persons requiring accommodations to apply and/or be considered for positions are asked to make their request to the Director of Human Resources.

**JOB TITLE: COMMUNICATIONS DIRECTOR**

- Bachelor's Degree in business, marketing, communications, journalism or related field
- Previous experience in similar position
- Exemplary communication, public relations and interpersonal skills

**REPORTS TO:** Superintendent

**RECEIVES GUIDANCE FROM:** Superintendent

**JOB GOAL:** Development and implementation of the district's communication and public relations plan

**TERMS OF EMPLOYMENT:**

**FSLA Status:** Exempt. The Communications Director has the primary duty of performing administrative functions directly related to the general business operations of the district. Primary duties include the exercise of discretion and independent judgment with respect to matters of significance.

**EVALUATION:** Evaluated annually in accordance with the provisions of the district's Personnel Evaluation Policy

**ESSENTIAL DUTIES:**

- Develop and implement district public relations/communications plan

- Assist in the creation and promotion of the NPS brand
- Serve as liaison between district and news media; product and distribute press releases
- Assist in the development of stakeholders' communications, such as the Stakeholders' Annual Report and publicity brochures
- Coordinate public relations opportunities and activities, including community coffees, open houses, ribbon cuttings, and the Superintendent's speaking events
- Provide frequent information updates via multiple communication channels (district website, media, Twitter and Facebook)
- Publicize and promote special events, performances, and programs sponsored by the schools
- Collaborate with NPS staff and the NPS Foundation on various school projects and resource development
- Monitor publicity and conduct research to determine stakeholder's perceptions and concerns
- Manage the public relations aspects of a potential crisis situation
- Maintain visibility within the Norfolk community and foster a positive image of the NPS district
- Provide updates to the NPS Superintendent and Board of Education

**OTHER REQUIREMENTS** (Intellectual, Sensory):

- Exemplary communication, public relations and interpersonal skills
- Strong organization skills
- Computer proficiency
- Ability to work flexible hours
- Ability to work on own; without regular, direct supervision