



South Park School District
Central Administration Offices
2005 Eagle Ridge Drive
South Park, PA 15129
412-655-3111 • Fax: 412-655-2952
www.sparksd.org

South Park School District

VACANCY

DIRECTOR OF COMMUNICATIONS

Summary: Administrative position (260 days per year); responsible for oversight and direction of a variety of tasks involving the development and implementation of a comprehensive and dynamic communications strategy for the District. The Director shall serve as the creative architect for all internal and external communications – including website implementation.

Full job description and requirements can be found below

Send letter of interest and resume to:

Employment@sparksd.org

Posting will close when position is filled

Wayne P. Gdovic, Superintendent • Chelsea M. Campolongo, Business Manager



South Park School District

PERFORMANCE RESPONSIBILITIES

- Serves as spokesperson for the district
- Develops a comprehensive communications plan for the district
- Prepares district publications for internal and external audiences, including newsletters, calendars and other publications as directed
- Develops and sends media releases to print and broadcast outlets
- Manages all media requests for information
- Manages all open records requests
- Responds to crisis situations both during and after normal working hours to receive information from administration and to convey that information to families, staff, and the media
- Organizes special events, both in-person and virtual, to promote community awareness of, investment in, and support of the district and its schools
- Manages and grows district's presence on social media
- Promotes cooperative relationships between the district and its families, staff, and community members
- Creates, edits, and proofreads written, online, and video materials for accuracy and messaging aligned with the district's mission and values
- Prepares a number of district materials including plans, event programs, news releases, letters, presentations, etc., for the purpose of documenting activities, providing information, and promoting the district



South Park School District

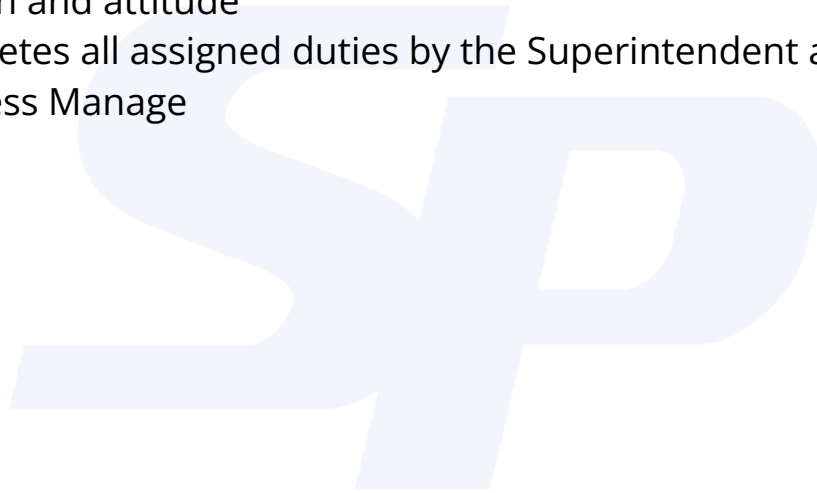
- Manages content on the district's website
- Exhibits excellent writing, editing, and communications skills
- Ensures that all written and verbal communications from the district are accurate and adhere to established district standards
- Counsels district administration in strategic communication and communication issues
- Maintains and develops positive relationships with students, administration, teachers, staff, board of directors, and community members
- Responds to issues that may result in negative impact and develops a plan of action to handle those situations
- Identifies and helps shape policies and procedures in the public interest
- Oversees and manages the district's branding resources including logo and slogan and ensures logos are being used according to district's style guide
- Manages SchoolMessenger notification system
- Communicates school delay and closing information to families and staff in the event of inclement weather or other emergency before, during, and after normal working hours
- Prepares speeches and written communication for district administrators and staff
- Directs and produces all video content on the Eagle Stadium video board and operates the video board during Eagle Stadium events
- Develops and markets advertising opportunities for local businesses and organizations in district publications and on the Eagle Stadium video board



South Park School District
Central Administration Offices
2005 Eagle Ridge Drive
South Park, PA 15129
412-655-3111 • Fax: 412-655-2952
www.sparksd.org

South Park School District

- Coordinates, produces and directs the live streaming of district athletic and special events
- Serves as the executive director of the South Park Education Foundation, managing a volunteer Board of Directors and coordinating fundraising and development efforts
- Manages the district's online student registration process through PowerSchool Enrollment
- Develops public-facing forms, paper and electronic, for district's schools
- Conducts formal and informal research to determine public opinion and attitude
- Completes all assigned duties by the Superintendent and Business Manager





South Park School District
Central Administration Offices
2005 Eagle Ridge Drive
South Park, PA 15129
412-655-3111 • Fax: 412-655-2952
www.sparksd.org

South Park School District

REQUIREMENTS

- Bachelor Degree in public relations, marketing, communications, Journalism, or related field.
- Five to seven years of related public relations experience including supervisory and project management responsibilities. School public relations experience preferred
- Strong media relations background, including a range of experience representing an organization with print, radio and broadcast media
- Submission of pre-employment medical examination (Section 148 of the Pennsylvania School Code)
- Submission of a report of criminal history record from the Pennsylvania State Police (Section 111 of the Pennsylvania School Code)
- Submission of a report of criminal history from the Federal Bureau of Investigation (FBI) in accordance with Act 114 of 2006
- Submission of a clearance report from the Pennsylvania Department of Public Welfare in accordance with Act 151 of 1994
- Such alternatives to the above qualifications as the Board may find appropriate and acceptable

Wayne P. Gdovic, Superintendent • Chelsea M. Campolongo, Business Manager