Communications Manager

**General Statement:**
The Communications Manager is responsible for implementing and monitoring the SPS digital media strategy in order to increase brand awareness and improve school to home communications efforts. A key role will be supporting and enhancing internal and external communications initiatives to improve how the district connects with employees, students/parents, prospective students/parents and community members utilizing traditional and digital marketing efforts.

The Communications Manager reports to the Public Affairs Officer.

**Major Responsibilities:**

Directs all aspects of the following areas:

1. Structured Communication (50%)
	1. Assists in developing content and campaigns for reaching prospective and current students.
	2. Helps enhance awareness of SPS and its brand through new and emerging media (digital, online, social).
	3. Manages social media management software.
	4. Updates website(s) as needed.
	5. Measures the success of social media campaigns through reports and dashboards to monitor social media traffic using analytics tools such as Facebook Insights and Google Analytics.
	6. Works collaboratively with the building principals to support and guide communication.
	7. Sends School Messenger communications for all district communications.
2. Applying Communication (40%)
	1. Serves as photographer (for social media purposes) at community functions and school events.
	2. Coordinates flow of information and communication and disseminates according to plan/strategy for internal initiatives.
	3. Responsible for the daily monitoring and approval of social media updates performed by content managers.
3. Other Duties (10%)
	1. Serves as a member of the emergency notification team.
	2. Performs other duties as assigned by the Public Affairs Officer.

**Qualifications:**

* Bachelor’s degree.
* Two to three years of experience in journalism, public relations, public affairs,  marketing, communications, or related field.
* Ability to communicate effectively in both oral and written formats.
* Commitment to public K-12 education, strong understanding of K-12 public education landscape
* Willingness to work in the day, evening, on weekends, at unconventional times.
* Such alternatives to the above qualifications as the Superintendent and/or Stamford Board of Education may find appropriate

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