



# Rocky River City School District

1101 Morewood Parkway • Rocky River • Ohio • 44116

440.333.6000 • www.rrcs.org

**Samuel Gifford, Executive Director of Human Resources and Support Services**

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## **POSITION OPEN COMMUNICATION SPECIALIST**

Start Date:	Immediately
Reports to:	Superintendent
Compensation:	Full time, Commensurate with Experience
Position Summary:	Assist superintendent and/or designee in all matters of informational and promotional communications for the Rocky River City School District Board of Education

### Minimum Qualifications:

- Bachelor's degree or equivalent combination of training and work experience in communications, journalism, public relations, or closely related field.
- A record free of criminal violations that would prohibit public school employment.
- Satisfactory pre-employment drug-screening test.
- Complies with drug-free workplace rules.
- Strong interpersonal/human relations skills.
- Able to navigate comfortably the social requirements of a wide array of public meetings, social events, and district/community functions, some of which occur on nights and weekends.
- Able to work under deadline pressure and extra hours if needed on assignments.
- Able to problem-solve, organize effectively, and react productively to interruptions and challenging conditions.
- Excellent verbal and written communication skills in a variety of styles.
- Demonstrated skills in graphic arts, photography, and desktop publishing.
- Keeps current with technology and other workplace innovations that support job functions.
- Possession of a valid motor vehicle license.

### Essential Functions:

- Directs the delivery/advancement of high quality and focused communication to students, staff and community.
- Oversees communications that ensure the consistent, unified and persuasive development/delivery of the Rocky River City School District's vision and mission in all publications and public media.
- Collaborates with the Superintendent and district leadership team to create, maintain, and implement a strategic communication plan for the district.
- Maintains communications across a variety of media outlets that promote a professional image of the school district.
- Serves as the district's liaison to social media and all other media platforms, stays abreast of social media usage and best practices, and develops strategies to connect with various stakeholder groups across all media platforms.

Rocky River Schools...

Globally Competitive • Exceptional Opportunities • Caring Environment • Successful Students

- Maintains responsibilities as district webmaster. Oversees website design, hosting and updating.
- Provides staff and affiliate organizations in-service training on the individualized sections of the website.
- Designs comprehensive communication initiatives that consider district achievements, image, message, mission, positioning, and priorities in a cohesive message.
- Collaborates with the administrative team to establish policies and protocols for publications and media communications (e.g., broadcast, e-mail, memo, print, phone, web, etc.).
- Attends school activities and community events on a routine basis, some of which occur on evenings or on weekends. Travel may be required.
- Evaluates the effectiveness of district communications.
- Integrates print and web sources to ensure efficient, consistent, and synergistic publication content.
- Prepares and distributes materials that keep the public informed of pertinent issues.
- Upholds board policies and follows administrative guidelines/procedures.
- Prepares budget recommendations that address communications objectives.
- Maintains accurate records, submits reports on time, and complies with adopted deadlines and publication schedules.
- Coordinates the preparation of district publications and updates them accordingly.
- Assists the Superintendent in the development, distribution and compilation of family and community surveys.
- Assists the Superintendent in the development and maintenance of the district's quality profile.
- Handles crisis situations when the news media must be contacted as directed by the Superintendent.
- Assists the superintendent, board members, and administrators with public appearances, presentations, and speeches.
- Participates in new teacher orientation programs.
- Plans, produces, and distributes district newsletters and promotional materials.
- Contacts media to secure television coverage and generate newspaper feature stories.
- Writes press releases and photo releases.
- Coordinates and/or takes photographs of school events.
- Maintains visibility and participates in school and community activities.
- Builds community partnerships that enhance district programs and services.
- Assists in updating the district's emergency operations plan.

Interested persons should apply online through our website at [www.rrcs.org](http://www.rrcs.org) or at <https://www.applitrack.com/rockyriver/onlineapp/default.aspx> as soon as possible. The completed application, a resumé, three letters of reference must accompany the online application.

The Rocky River City School District believes that education empowers, inspires, and encourages lifelong learners to thrive within our changing global society. To practice these values, we commit to recruiting and retaining a diverse staff. Our dedication to honoring and valuing our employees' and applicants' unique experiences, perspectives, and identities make our schools strong. We strive to foster and preserve an equitable, inclusive, and welcoming working and learning environment for all.

An equal opportunity employer.

Note: Qualified applicants who are disabled and require special assistance to respond to this employment announcement should contact the Rocky River City School District, Office of Human Resources at 440-356-6000.

3/31/2025

Posted: GPS, KIS, RRMS, RRHS, Facilities, Transportation