

DISTRICT ADMINISTRATOR – COMMUNITY AND PUBLIC RELATIONS

Background

Guided by the Division's mission statement, vision statement, beliefs, and statement of values the District Administrator – Community and Public Relations will assist in fulfilling the general and specific aspects of the role description for the Superintendent as defined in provincial statute, Alberta Education Policy, Board Policy and Administrative Procedures. The goal of the District Administrator – Community and Public Relations is to maintain effective internal and external communications and public relations between Wild Rose Public Schools, our staff, our parents, and our communities.

Procedure

The District Administrator - Community and Public Relations portfolio will have specific responsibilities for:

1. Leadership Practices

- 1.1 Communications services is viewed positively by all stakeholders
- 1.2 Achievement of the communications outcomes established for the Division.
- 1.3 Maintain effective relations with the news media.

Deliverables

- Stakeholder feedback 1.1
- Annual communication report 1.2
- Superintendent observations 1.3

2. Personnel Management

- 2.1 The District Administrator-Community and Public Relations is evaluated in relation to public relations and communication responsibilities of the Communication Services portfolio.

Deliverables

Evaluation report 2.1

3. Strategic Planning

- 3.1 Annually review, develop, and implement the draft division communication plan.
- 3.2 Involve stakeholders in the development of the yearly communications plan.

Deliverables

- Communication plan and annual communication report 3.1

- Provide documentation

4. Communication

- 4.1 Facilitate two way communication between the school system and the community by:
 - 4.1.1 Providing information to the community from the system regarding priorities, plans and programs.
 - 4.1.2 Bringing information from the community to the system about trends, opportunities and challenges to enhance system planning and decision making.
 - 4.1.3 Organize community forums.
 - 4.1.4 Create and disseminate staff and parent surveys.
- 4.2 Implement Board related communications initiatives.
- 4.3 Maintain district website and assist with school based websites.
- 4.4 Organize and facilitate division staff recognition events and division recognized special days and weeks.
- 4.5 Ensure the corporate identity standard at the division and school level.
- 4.6 Provide for press coverage of special events, professional development activities and school activities.
- 4.7 Increase public awareness of and support for the school systems priorities, plans and programs.
- 4.8 Coordinate the release of press and staff communications.
- 4.9 Prepare and produce system communication publications (brochures, annual reports, parent handbook).

Deliverables

- Superintendent observations 4.1-4.7
- Documents 4.8 and 4.9

5. Fiscal Responsibility

- 5.1 Set and monitor Communication Services budget.
- 5.2 Approve purchases for the Communication Services budget.

Deliverables

- Information from the secretary treasurer
- A zero or surplus financial position at year end