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## COMMUNICATIONS SENIOR MANAGER

### **BASIC FUNCTION**

This position is responsible for developing and executing district storytelling, content development and social media strategies using a variety of tools, platforms and engagement and outreach methods, and spokespersons. This position will create and implement short- and long-term plans to address and communicate about specific district-wide, school-based and/or community issues with clearly defined goals, outcomes, performance measures and reporting mechanisms. This position oversees the Translation & Interpretation needs and strategy of the district including supervision of staff, contractors, and vendors. The Communication Senior Manager is a critical position responsible for transforming the voice, tone, tenor and narratives related to Portland Public Schools in order to articulate the newly defined vision and illustrate the learning and excellence occurring at all levels of the organization.

### **REPRESENTATIVE DUTIES**

*The classification specification does not describe all duties performed by all incumbents within the class. This summary provides examples of typical tasks performed in this classification.*

- Design, develop, prepare and support District communications activities, ranging from full scope to focused areas of internal and external communications plans and programs, multi-cultural outreach, digital communications, marketing, public relations and similar activities. “E”
- Plan, create, and lead the creation of various communication products including print media such as press releases, posters or graphic design as well as digital media such as web design, videos or social media communications; monitor all phases of projects, from conception to delivery ensuring deadlines are met. “E”
- Monitor internal communication channels and media reports in relation to assignments; determine appropriate responses and keep impacted parties up to date about particular situations. “E”
- Assist in building communications capacity throughout district and implement strategic communications initiatives and plans; plan, create, and execute various communication products for initiatives, programs, events, campaigns and activities designed to improve school, and community relations. “E”
- Elevate the important voices of the district’s student population, families, educators and district leaders to build a diverse and collective narrative that describes Portland Public Schools. “E”
- Designate staff to and provide interpretation and translation services for a variety of meetings, workshops, conferences and special events for District personnel, parents and students; produce idiomatic written translations considering the type of material and reader viewpoints; determine most accurate meanings and make corrections as needed. “E”
- Oversee contractors who perform specialized and/or less-common language translation services on behalf of the district; train and evaluate contractors to ensure knowledge of educational terminology, practices and culture. “E”
- Demonstrate a commitment to the Portland Public Schools Equity Initiative by developing a thorough knowledge and application of the district Racial Educational Equity Policy, Equity in Public Purchasing and Contracting and other board policies; participate in staff development, in-services and trainings related to diversity, equity and inclusion in the workplace and in K – 12 education; model appropriate behaviors;

develop, recommend, implement and communicate improvements to school and business practices with awareness and understanding of their impact in a racially and culturally diverse community. “E”

- Lead and participate in trainings, in-services, workshops and meetings related to assigned activities; serve on a variety of district and community committees as assigned. “E”
- Supervise the performance of assigned personnel; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions. “E”
- Create, maintain and distribute a variety of analyses, spreadsheets, records, reports, lists and files of general information and confidential materials. “E”
- May administer program budgets, as assigned.
- Perform related duties as assigned.

### **EDUCATION AND EXPERIENCE**

Education: A Bachelor’s degree in Communications, Journalism, Information Technology, or a related field.

Experience: Four (4) years of experience in journalistic writing, public relations or a related communications discipline, one year of which must include successful experience leading staff or teams at a supervisory level, is required. Experience working in a large urban school district or complex public organization is highly desirable.

*Any other combination of education and experience that would likely provide the required knowledge and abilities may be considered.*

### **KNOWLEDGE AND ABILITIES**

- Mastery of social media channels, best practices, strategies and tools
- Experience leading complex strategies and initiatives and cross functional teams
- Excellent written and verbal communication and interpersonal skills
- Demonstrated ability to manage competing projects and priorities
- Commitment to applying key performance measures to initiative campaigns and day-to-day social media and content development efforts
- Willingness and enthusiasm for learning about all aspects of a K-12 urban education system including the student, family, educator and district leadership perspectives
- Deeply-held belief for the necessity of and sense of urgency to propel initiatives grounded in racial equity and social justice principles so that educational outcomes for all students are achieved
- Ability to work in and respond to a fast-paced environment while balancing multiple objectives, needs and deadlines
- Demonstrated ability to evaluate and respond to “newsworthiness” and message authenticity by key audiences
- Experience in storyboarding and understanding of the effectiveness and appropriateness of story assets (text, images, audio, video) and how to combine them

#### **Special Requirements:**

Some positions in this classification may require the use of a personal automobile and possession of a valid Class C Oregon driver’s license.

### **WORKING CONDITIONS**

*The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Persons with certain disabilities may be capable of performing the essential duties of this class with or without reasonable accommodation, depending on the nature of the disability.*

**Work Environment:** Work is performed primarily in a standard office environment.

**Hazards:** Potential conflict situations.

**Physical Demands:** Primary functions require sufficient physical ability and mobility to work in an office setting; dexterity of hands and fingers to operate a computer keyboard and other office equipment; sitting or standing for extended periods of time; kneeling, bending at the waist, reaching overhead, above the shoulders and horizontally to retrieve and store files and supplies; lifting, pushing, pulling and carrying office equipment, supplies and materials weighing up to 25 pounds; repetitive hand movement and fine coordination to use a computer keyboard; hearing and speaking to exchange information in person or on the telephone; seeing to read, prepare and assure the accuracy of documents.

**Remote Work Eligibility:** Ad hoc.

FLSA: Exempt	Approval Date: September 2019
Classification: Senior Manager	Revised Date April 2024
Job Code 2013	
Bargaining Unit: Non-represented	
Salary Grade: 37	
Work Year(s): 260	

*Portland Public Schools recognizes the diversity and worth of all individuals and groups and their roles in society. The District is committed to equal opportunity and nondiscrimination in all its educational and employment activities. The District prohibits discrimination based on race; national or ethnic origin; color; sex; religion; age; sexual orientation; gender expression or identity; pregnancy; marital status; familial status; economic status or source of income; mental or physical disability or perceived disability; or military service (Board of Education Policy 1.80.020-P).*

*Human Resources partners with district leadership to recruit, develop, and support a culturally diverse workforce dedicated to the highest standards of equity and achievement that creates an environment of empowerment and success for our students, employees, and the communities we serve.*