

ADMINISTRATIVE PROCEDURE NO. 457

THE ROLE OF THE COMMUNICATIONS DIRECTOR

The goal of the Communications Director is to maintain effective internal and external communications and public relations between Red Deer Catholic Regional Schools, our staff, our parents, and our communities.

Primary Focus:

Facilitate positive communications between Red Deer Catholic Regional Schools internal and external publics. This role focuses on:

- profiling the good news about Catholic education in our Division;
- informing external publics about choices available at Red Deer Catholic Regional Schools;
- communicating and promoting the unique identity and key benefit of Catholic education generally and Red Deer Catholic Regional Schools specifically;
- fostering and facilitating a sense of community;
- assisting Trustees, senior administrators, principals, etc. in fulfilling their community relations objectives; and
- establishing networks with the media to profile the 'good news' of the Division.

Primary Duties and Responsibilities:

1. Develop, implement and assess a division communication plan that provides direction for promotional materials, marketing strategies and events. Develop evaluative tools to monitor the effectiveness of the Division's communication plan and the use of division resources.
2. Facilitates Division initiatives, services, programs, events, etc., in order to increase the public awareness of Catholic Education.
3. Design and monitor effective communication networks internally involving schools, students, staff and parents and externally involving parishes, the media and businesses to profile the good news about our Division.
4. Work closely with schools and departments to advise in the development of communication and promotional programs and materials.
5. Produce a variety of written communications, materials, including speeches, news releases, letters, briefing notes, documents, etc.
6. Prepare the Chair of the Board and/or Superintendent to meet with media to ensure accurate, timely and consistent information is released during

promotional, crises or incidental events. Provide communications input and support to the Division and to schools during crisis and sensitive times. Ensure media are handled fairly and are given appropriate, accurate and consistent information, in a timely manner. Coordinate school and Division responses to ensure consistent and appropriate messages flow to the public.

7. Co-ordinate media relations opportunities including news releases, photo opportunities, news conferences, etc. to profile initiatives, activities, and events in the Division.
8. Develop and maintain community linkages (e.g. Chamber of Commerce) and interagency collaboration opportunities (e.g. School Resource Officer Program) to promote Division initiatives.
9. Develop and monitor a division community relations services budget.
10. Identify emerging issues and trends that may impact the Division.
11. Available to assist with crisis communications as needed.
12. Facilitate two way communication between the Division and the community by: providing information to the community from the division regarding priorities, plans and programs; and bringing information from the community to the division about trends, opportunities and challenges to enhance division planning and decision making.
13. Provide training and support for Division personnel on various communication-related topics.