

**POSITION TITLE:**

**COMMUNICATION OFFICER/LEAN LEADER**

**Reports to: Director of Education**

**Function/Purpose:**

The Communication Officer/Lean Leader is responsible for managing internal and external messaging for the Northwest School Division.

**General Description:**

The Communication Officer/Lean Leader plays a key role in ensuring our communications are both influential and informative and are delivered to our, staff, volunteers, parents and other stakeholders.

**Required Education, Knowledge, Qualification and Experience:**

- Hold a University Degree from a recognized university in business marketing, public relations, communications, journalism or related discipline.
- Have a minimum of 3 years related experience.

**Required Skills and Abilities:**

Demonstrated capability and performance in the areas of:

- Team building and collaboration.
- Work with minimal supervision.
- Strong computer skills.
- Experience using Adobe Creative Suite programs.
- Graphic skills.
- Comfortable with a multitude of social media platforms.
- Organizational skills.
- Strong interpersonal skills.
- Strong written and verbal communication skills.
- Initiative and adaptability.
- Prioritizing multiple demands.

**Required Personal Characteristics:**

- Trustworthy and respectful.
- Approachable and accessible.
- Flexible and collaborative.

**Supervision:**

The Communication Officer/Lean Leader will not generally be required to directly supervise employees.

**General Duties:**

Without restricting the generality of the description above, the Communication Officer/ Lean Leader shall perform such duties and responsibilities as may be assigned including but not restricted to the following:

- Manage, plan and develop internal and external communications strategies, programs, policies and activities including issues and reputation management, visual identification, employee media, public relations and promotions.
- Ensure significant initiatives and events of the school division are promoted as required.
- Manage day-to-day media relations/media request.
- Prepare reports, briefs, website information, monthly newsletter and press releases.
- Maintain social media accounts and help market and communicate events.
- Work with staff to support the communications needs and interests of schools.
- Investigate, research and report on special assignments as assigned.
- Develop and implement advertising campaigns appropriate for print or electronic media.
- Conduct public opinion and attitude surveys to identify the interest and concerns of key groups.
- Prepare and deliver educational and publicity programs and informational materials to increase awareness of events.
- Design, facilitates and lead LEAN events to support the strategic vision.
- Coach staff to identify, define and implement processes that result in significant improvements in service delivery, increasing organizational effectiveness, and increasing the safety of our environment.
- Advocate for new ways of doing things, challenge conventional way and introduce improvement initiatives.
- Provide support and expertise in audio-visual presentation for staff.
- Maintain information and user engagement channels.
- Deal tactfully with staff, students, administration and the public.
- Be knowledgeable and supportive of applicable Board policies.
- Attend and participate in events, conferences, workshops and meetings that are relevant to the position.
- Provide in-service for staff as required.
- Keep required records.
- Adhere to the Division “code of ethics”.
- Comply with all applicable laws and Board policies.
- Adhere to any and all statutory Acts, Regulations or By-Laws relating to the field of human resource management.
- Other duties as assigned from time to time by the Director of Education.

**Judgment, Independence & Client Contact:**

- Confidentiality
  - The Communication Officer/ Lean Leader is expected to respect the confidential nature of the position by avoiding discussion of any topics that are not formally communicated to the public by the administration of the school or the Division. Information regarding a student, staff member or Board member must not be discussed in public or with any person not authorized to receive that information. Exchange of personal information within the system shall be on a “need to know” basis. Breaching confidentiality is a serious violation of acceptable conduct and is grounds for disciplinary action up to and including termination of employment with the Board.
- Independence
  - The Communication Officer/Lean Leader is expected to work independently, take initiative and be responsible for quality of assigned work.
- Working Jointly with Other Staff on Common Assignments or Tasks
  - This position involves working jointly with other staff, teachers and school-based administration on a daily basis.

New appointees will undergo a ten (10) month probationary period.

**Mission:** Laying the foundation for success.

**Vision:** One student at a time.

Director Approved: December 16, 2014.