



## Nutley Public School District Job Description

<b>Job Title:</b>	<b>Director of Communications</b>
<b>Department:</b>	<b>Office of the Superintendent</b>
<b>Reports to:</b>	<b>Superintendent</b>
<b>Salary Guide:</b>	<b>Administrative Unit – 12 Month</b>
<b>GAAP Code:</b>	

### **Position Summary:**

To either directly or through the proper delegation of authority, provide leadership in the planning, development, coordination, and evaluation of district-wide communications; and to develop and maintain a climate of open communications with the superintendent, central office administration, building administrators, teachers and staff, the Board of Education, parents and the community; and to promote strategies to provide information to all stakeholders about the school district and its programs, activities, and budget.

### **Qualifications:**

Experience with web design and site upkeep, social media, publication, and communication. Demonstrated effective written and oral communication skills, including strong proven expertise in writing/editing news, feature articles, and press releases, administrative, organizational, and professional public relations and interpersonal skills are required.

- Degree in English, communications, or journalism (preferred).
- Knowledge of Microsoft Office, Adobe InDesign, iPhoto, PhotoShop or other photo management system.
- Knowledge of layout design for newsletters.
- Ability to use digital camera to take photos for district website, local newspapers, and newsletters.
- Ability to work independently on multiple tasks and to meet deadlines.
- Knowledge about social media and its productive use for education.
- Knowledge of educational institutions, government agencies, and the City of Nutley.

### **Position Objective:**

To ensure that Nutley Public Schools communicates effectively and efficiently with all stakeholders so that the district is looked to as the primary source for information regarding all matters involving operations and reflecting the mission, vision, and goals of the school district.

### **Essential Duties:**

The Director of Communications has the duties and responsibilities commonly associated with this position, including (but not limited to) the following which are performed directly or through the proper delegation of authority, within the framework of the general laws of New Jersey, the regulations of the NJ State Department of Education, the policies and rules of the Nutley Public School District, and the terms of the contract, with all of which he/she is expected to be familiar. These are detailed below:

## **Board of Education**

### **Prepare materials for the Board of Education**

- Assist with the preparation of the Board of Education meeting agendas and calendars
- Prepare meeting agendas and supporting materials for the district web site
- Disseminate Board of Education meeting materials to the media, interested community members, school community, and schools
- Attend Board of Education meetings, including committee meetings
- Write and publish Board Highlights, a summary of Board of Education meeting actions
- Organize *News and Views*, a weekly review of Nutley in the media
- Coordinate FYI section for weekly distribution to the Board of Education
- Advise Board of Education on delivering unified messages to the media and community

## **Superintendent of Schools**

### **Assist superintendent in interpreting public opinion about the school and district to promote strong public relations**

- Advise Superintendent on delivering unified messages to the media and community
- Serve as district spokesperson for media
- Oversee crisis communications and serve as district spokesperson for the Crisis Management Team
- Serve as a member of the superintendent's cabinet, maintaining confidential information
- Serve as a liaison for the Superintendent with advisory councils, PTOs, and other committees and community organizations as delegated by the superintendent
- Assist the superintendent in collaborating with the established district education foundation
- Prepare budget materials for public information in consultation with the superintendent and business administrator
- Accept assignments from the superintendent as the superintendent chooses to delegate and assign

## **Central Office Administrators/Building Principals**

### **Assist with communication between Central Office and schools.**

- Advise administrators on delivering unified messages to the media and community
- Serve as an in-house editor and proofreader for district materials, briefing statements, and letters
- Serve on committees as delegated by the superintendent

## **Media/Community-at-Large**

### **Ensure public information availability**

- Develop and execute communications strategies to build parent and community understanding and support for key programs and initiatives
- Provide story ideas to reporters and maintain relationships with area publishers, editors, and reporters
- Provide responses for public information in a timely fashion
- Answer questions from reporters in a timely fashion
- Collaborate with city and county to provide accurate and timely public information
- Highlight the accomplishments of the district's students, staff, and alumni
- Participate in the planning and execution of district events including the district retirement celebration
- Coordinate a variety of special informational and community events including Town Hall meetings on specific topics and Strategic Planning discussions
- Attend district and community events as a district representative

## **Publications**

### **Keep public informed of programs and accomplishments of the school district**

- Plan and prepare overall communications plan for the district
- Draft and edit public remarks, speeches, presentations, letters and commentaries to be delivered or submitted by the Superintendent or other senior leadership reflecting the mission, vision, and goals of the school district
- Write, edit, and publish publications for all district needs including, but not limited to State Report Card narratives, Regional Review, FOCUS, and on-line publications
- Prepare, organize and maintain yearly calendar, handbooks
- Write, edit, and publish materials for budget mailer, postcards, and other initiatives as required
- Write, edit, and publish special publications as needed including, but not limited to the Kindergarten Handbook, Substitute's guide, CJPRIDE brochure, and community education materials
- Suggest, create, and publish special interest publications as needed
- Assist in the creation of publicity materials and programs for school events and activities
- Serve as district photographer when attending events

## **Website**

### **Assure the district website meets the needs of all stakeholders**

- In collaboration with the Director of Technology, maintain the district website. Write and edit content. Revise and design navigation as necessary.
- Oversee daily changes and updates to the website including the calendar
- Prepare weekly E-News updates and distribute to staff and community members
- Contribute to staff and school websites

## **Administrative**

### **Oversee administrative functions**

- Responsible for the communication of the district's strategic planning initiative
- Prepare summary notes of monthly meetings of the Administrative, Academic, and Finance committees, as well as participate in Administrative Council, and Advisory Council meetings
- Implement community surveys, review and analyze data and craft presentations to inform the public of key education topics

## **Special Projects**

### **Serve as a resource for the school district**

- Maintain associations with township officials and local businesses
- Assist in the coordination of the district calendar with community events
- Maintain associations with professional organizations on a local, state, and national level
- Make recommendations/suggestions to the administration on a variety of school and state issues

## **Evaluation of Performance**

Performance of this position will be evaluated annually in accordance with the New Jersey Administrative Code and Board of Education policy for the *Evaluation of Administrative Personnel*.

## **Additional Responsibilities**

Performs such other tasks and assumes such other responsibilities as the superintendent may assign or delegate.

**Computer Skills**

Proficient in computer applications pertinent to support the position, including but not limited to Web Design; Web Management; Student Information Systems; Databases; Interactive Whiteboard technology; student performance management systems; and office and personal applications and devices.

**Physical Demands:** The physical demands described in this job description are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Work Environment:** The work environment characteristics are representative of those an employee encounters while performing the essential functions of this job.

**Board Approval Date:** July 25, 2016

**Certified by:** Julie Glazer  
Superintendent



## Nutley Public School District Job Description

<b>Job Title:</b>	<b>Director of Curriculum, Instruction and Assessment (6-12)</b>
<b>Department:</b>	<b>Office of the Superintendent</b>
<b>Reports to:</b>	<b>Superintendent</b>
<b>Salary Guide:</b>	<b>Administrative Unit – 12 Month</b>
<b>GAAP Code:</b>	

### **Position Summary:**

To assist the superintendent by providing leadership to the professional staff to plan, implement, articulate and evaluate all middle and high school curriculum, assessment, and instructional programs, as well as middle and high school district operations. The position is responsible for ensuring consistency for all students, maintaining a cutting-edge program that allows for the successful achievement of the district vision and goals.

### **Qualifications:**

Successful experience in school administration, teaching, curriculum, and staff development. Demonstrated ability to work effectively in the areas of personnel management and supervision of programs and staff. Demonstrated accomplishments with public and community relations. Effective leadership, organizational, and communication skills.

- Valid School Administrator/Principal Certificate or eligibility
- Secondary teaching Certification
- Experience as a middle or high school principal and/or middle or high school teacher leader with responsibility for coaching, curriculum development and assessment
- Demonstrated ability to work effectively in the areas of personnel management, school administration, and supervision and evaluation of programs and staff
- Strong leadership and communication skills
- Current residency in New Jersey, approved residency waiver or candidate agrees to obtain residency within one year of employment

### **Essential Duties:**

The Director of Curriculum, Instruction, and Assessment (6-12) has the duties and responsibilities commonly associated with this position, including (but not limited to) the following which are performed directly or through the proper delegation of authority, within the framework of the general laws of New Jersey, the regulations of the NJ State Department of Education, the policies and rules of the Nutley Public School District, and the terms of the contract, with all of which he/she is expected to be familiar. These are detailed below:

### **General Duties and Responsibilities:**

- Assists the superintendent in supervising the district's instructional program and school services.
- Assumes responsibilities for administering the middle and high schools in the district in the absence of the superintendent.
- Evaluates the operation of the middle and high schools and makes recommendations to the Superintendent for changes in practice and policy as necessary.
- Prepares drafts of needed board policies and administrative rules for the superintendent's review and/or board action.
- Provides leadership and guidance in the process of curriculum planning, coordination and evaluation.
- Plans and administers an efficient system for recruitment, hiring, induction, orientation, training, supervision, and evaluation of all assigned personnel.

- Evaluates the performance of administrative and teaching personnel in accordance with the law, code, and board policy.
- Develops and administers in-service programs for instructional improvement.
- Assists with the preparation and administration of the middle and high school instructional accounts of the school budget.
- Participates in the selection and recommendation for adoption of all textbooks and supplementary instructional material.
- Attends the Superintendent's Advisory Committee, which sets priorities for curriculum and professional development.
- Attends and coordinates meetings of the middle and high school Principals and K-12 Coordinators to seek their input on instructional issues affecting the middle and high schools and to ensure consistency of programming.
- Conducts and sets agendas for scheduled meetings with district administrators.
- Serves as the district 6-12 testing coordinator, overseeing the district testing program, evaluating test results, and providing an annual report to the Board of Education and the community on the test results.
- Supervises and evaluates the district middle and high school Basic Skills Instructional programs.
- Supervises and evaluates the middle and high school ELL/Bilingual program.
- Serves as the middle and high school coordinator of programming for Exceptionally Able students.
- Manages specific grants, such as ESSA, as assigned by the superintendent.
- Plans, develops, and implements special weekend, after-school, and summer in-service programs.
- Maintains liaison with professional, civic, volunteer and other community agencies and groups having an interest in the schools. Provides a central administration presence at related community activities.
- Establishes necessary procedures for referral and cooperative planning with other youth agency services.
- Provides a central administrative presence at school functions.
- Assists in the developing the NJ Quality Single Accountability Continuum (QSAC).
- Attends board of education meetings and prepares such communications and reports for the board as the superintendent may request.
- Attends assigned board committee meetings.
- Coordinates with the superintendent and the business administrator to review facility issues and needs.
- Assists with any articulation, development and publicizing of board of education referendums.
- Coordinates with the superintendent and the business administrator to ensure an orderly implementation of all school construction projects.
- Meets regularly with the Director of Curriculum, Instruction, and Assessment (Pk-5) to ensure articulation, compatibility and coordination of programs from PK-12 without gaps or overlaps.

### **Evaluation of Performance**

Performance of this position will be evaluated annually in accordance with the New Jersey Administrative Code and Board of Education policy for the *Evaluation of Administrative Personnel*.

### **Additional Responsibilities**

Performs such other tasks and assumes such other responsibilities as the superintendent may assign or delegate.

### **Computer Skills**

Proficient in computer applications pertinent to support the position, including but not limited to Web Design; Web Management; Student Information Systems; Databases; Interactive Whiteboard technology; student performance management systems; and office and personal applications and devices.

**Physical Demands:** The physical demands described in this job description are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Work Environment:** The work environment characteristics are representative of those an employee encounters while performing the essential functions of this job.

**Board Approval Date:** July 25, 2016

**Certified by:** Julie Glazer  
Superintendent



## Nutley Public School District Job Description

<b>Job Title:</b>	<b>Director of Curriculum, Instruction and Assessment (PK-5)</b>
<b>Department:</b>	<b>Office of the Superintendent</b>
<b>Reports to:</b>	<b>Superintendent</b>
<b>Salary Guide:</b>	<b>Administrative Unit – 12 Month</b>
<b>GAAP Code:</b>	

### **Position Summary:**

To assist the superintendent by providing leadership to the professional staff to plan, implement, articulate and evaluate all elementary curriculum, assessment, and instructional programs, as well as elementary school district operations. The position is responsible for ensuring consistency for all students, maintaining a cutting-edge program that allows for the successful achievement of the district vision and goals.

### **Qualifications:**

Successful experience in school administration, teaching, curriculum, and staff development. Demonstrated ability to work effectively in the areas of personnel management and supervision of programs and staff. Demonstrated accomplishments with public and community relations. Effective leadership, organizational, and communication skills.

- Valid School Administrator/Principal Certificate or eligibility
- Elementary teaching Certification
- Experience as an elementary principal and/or elementary teacher leader with responsibility for coaching, curriculum development and assessment
- Demonstrated ability to work effectively in the areas of personnel management, school administration, and supervision and evaluation of programs and staff
- Strong leadership and communication skills
- Current residency in New Jersey, approved residency waiver or candidate agrees to obtain residency within one year of employment

### **Essential Duties:**

The Director of Curriculum, Instruction, and Assessment (PK-5) has the duties and responsibilities commonly associated with this position, including (but not limited to) the following which are performed directly or through the proper delegation of authority, within the framework of the general laws of New Jersey, the regulations of the NJ State Department of Education, the policies and rules of the Nutley Public School District, and the terms of the contract, with all of which he/she is expected to be familiar. These are detailed below:

### **General Duties and Responsibilities:**

- Assists the superintendent in supervising the district's instructional program and school services.
- Assumes responsibilities for administering the elementary schools in the district in the absence of the superintendent.
- Evaluates the operation of the elementary schools and makes recommendations to the Superintendent for changes in practice and policy as necessary.
- Prepares drafts of needed board policies and administrative rules for the superintendent's review and/or board action.
- Provides leadership and guidance in the process of curriculum planning, coordination and evaluation.
- Plans and administers an efficient system for recruitment, hiring, induction, orientation, training, supervision, and evaluation of all assigned personnel.



- Evaluates the performance of administrative and teaching personnel in accordance with the law, code, and board policy.
- Develops and administers in-service programs for instructional improvement.
- Assists with the preparation and administration of the elementary instructional accounts of the school budget.
- Participates in the selection and recommendation for adoption of all textbooks and supplementary instructional material.
- Attends the Superintendent's Advisory Committee, which sets priorities for curriculum and professional development.
- Attends and coordinates meetings of the elementary Principals and K-12 Coordinators to seek their input on instructional issues affecting elementary schools and to ensure consistency among the elementary schools.
- Conducts and sets agendas for scheduled meetings with district administrators.
- Serves as the district K-5 testing coordinator, overseeing the district testing program, evaluating test results, and providing an annual report to the Board of Education and the community on the test results.
- Supervises and evaluates the district elementary Basic Skills Instructional program.
- Supervises and evaluates the elementary ELL/Bilingual program.
- Serves as the elementary coordinator of programming for Exceptionally Able students.
- Manages specific grants, such as ESSA, as assigned by the superintendent.
- Plans, develops, and implements special weekend, after-school, and summer in-service programs.
- Maintains liaison with professional, civic, volunteer and other community agencies and groups having an interest in the schools. Provides a central administration presence at related community activities.
- Establishes necessary procedures for referral and cooperative planning with other youth agency services.
- Provides a central administrative presence at school functions.
- Assists in the developing the NJ Quality Single Accountability Continuum (QSAC).
- Attends board of education meetings and prepares such communications and reports for the board as the superintendent may request.
- Attends assigned board committee meetings.
- Coordinates with the superintendent and the business administrator to review facility issues and needs.
- Assists with any articulation, development and publicizing of board of education referendums.
- Coordinates with the superintendent and the business administrator to ensure an orderly implementation of all school construction projects.
- Meets regularly with the Director of Curriculum, Instruction, and Assessment (6-12) to ensure articulation, compatibility and coordination of programs from PK-12 without gaps or overlaps.

### **Evaluation of Performance**

Performance of this position will be evaluated annually in accordance with the New Jersey Administrative Code and Board of Education policy for the *Evaluation of Administrative Personnel*.

### **Additional Responsibilities**

Performs such other tasks and assumes such other responsibilities as the superintendent may assign or delegate.

### **Computer Skills**

Proficient in computer applications pertinent to support the position, including but not limited to Web Design; Web Management; Student Information Systems; Databases; Interactive Whiteboard technology; student performance management systems; and office and personal applications and devices.

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