

ADMINISTRATIVE PROCEDURE NO. 457

The Role of the Communications Specialist

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

Primary Focus:

Facilitate positive communication 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 educational or programming 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 and principals in fulfilling their community relations objectives

Primary Duties and Responsibilities:

1. Develop, implement and assess a division communication plan that provides direction for communication initiatives and marketing strategies.
2. Provide crisis communications support to the Division and schools.
 - Coordinate school and division communication to ensure consistent and appropriate messages flow to the public using Hour Zero Emergency Preparedness Plan..
 - Prepare the Chair of the Board and/or Superintendent to meet with media to ensure accurate, timely and consistent information. Ensure media are handled fairly and are given appropriate, accurate and consistent information in a timely manner.
3. Provide assistance to the Board of Trustees through:
 - Board meeting highlights
 - Board advocacy key messaging
 - Promoting board members and initiatives (newspaper, radio, social media, etc)
 - Working with the provincial government and Alberta education
 - Monitoring emerging issues and initiatives that may impact the division
4. Develop and maintain strong relationships with the media.
 - Help journalists with story requests

- Coordinate media relations opportunities through statements, conferences and photo opportunities
 - Share stories and events with the media about what is going on in our schools and the division. Ensure media are informed of large events, such as school openings/rededications, division events, etc.
5. Ensure the Red Deer Catholic Regional Schools brand is used consistently and aligns with divisional identity in all messaging. In addition, assist schools in their own branding.
 6. Promote division initiatives, services, programs and events in order to increase public awareness of Catholic Education.
 7. Produce a variety of division communications and marketing materials
 - Responsible for communication campaigns, such as Pre-Kindergarten and Kindergarten registration
 - Update division's website and social media platforms - including scheduling content to be pushed out on particular days.
 - This includes written communication (examples: speeches, letters, briefing notes, documents, etc).
 8. Work closely with schools and departments to advise in the development of communication, promotion and marketing materials.
 - Work with the International Department and the Red Deer Regional Catholic Education Foundation on an as needed basis.
 9. Facilitates two-way communication between the division and local communities.
 - Develops and maintains relationships with other organizations in Central Alberta.
 - This includes community linkages to municipalities and counties.
 10. Provide training and support for Division personnel on various communication-related topics.
 - Connect with our social media representatives to provide support with school's social media channels and provide professional development. In addition, evaluate school's social media channels through statistics.
 - Provide help and/or support to schools, as well as the international department on updating their websites.
 11. Improve and monitor internal communication in the division.
 12. Help organize division events, including school openings, Celebration of Excellence and the Red Deer Regional Catholic Education Foundation on an as-needed basis.
 13. Collaboratively develop and monitor the Communications budget.