PROGRAM MANAGER, MEDIA RELATIONS (Job Id 48632)

Location: Northeast:Northwest:Southeast:Southwest

School: 860

School Building: EMILY GRIFFITH CAMPUS

Category: Central Office Leadership

Post Date: 08/06/2021

Employment Type: Employee

School Year: 2021-2022

Description

COMMUNICATIONS
Traditional 235 work days
FTE: 1.0
Salary Range: $63,852 - $77,316

Essential Functions and Objectives:

Reporting directly to the Director of External Communications, the Program Manager, Media Relations will have a wide range of duties requiring independent judgment and action, including managing all facets of media relations for Denver Public Schools.

- Researches, strategizes and defines program architecture, projects, priorities, activities and operational procedures to continually draw incremental benefits of the program, in alignment with governance requirements and the overall program goals and objectives. Remains knowledgeable of, plans for, communicates and coordinates regulatory compliance activities with school and other support services departments.
- Directs, administers, and evaluates program operations, policies and procedures relevant to the lifecycle of the program; ensures effectiveness and demonstrates outcomes beyond program establishment. Coordinates and tracks program expenditures and adjusts project activities, specifications, proposals, contracts and schedules to meet overall program objectives within budget.
- Sets and monitors new program priorities, including: objectives, benefits, key deliverables and resources. Manages long and short term work plans and schedules to track progress; ensures milestones are attained; identifies, analyzes and mitigates project risks, solving for project 'roadblocks'; assesses outcomes and lessons learned; provides timely and accurate project deliverables.
- Establishes and cultivates relationships with key internal and external stakeholders; develops comprehensive communications strategies conveying information to ensure appropriate input and agreement to key decisions and program direction. Leads change initiatives; works closely with and influences project team members, provides mentorship and catalyzes strong collaboration among all resources involved.
- Supporting the Director with external and public-facing communications and messaging, including both proactive and crisis communication.
- Managing all facets of media relations, including the writing of news releases, official statements and letters to the editor following AP style, preparing and holding press conferences and public relations events and responding to daily media inquiries.
- Serving as secondary spokesperson for the district to deliver succinct, clear statements and on-air interviews.
- Providing 24/7 crisis communications support and being on-call with the media phone every three weeks.
- Preparing staff and senior leadership for media interviews.
- Establishing and maintaining a close working relationship with newspaper, radio and television news media groups to ensure balanced, accurate coverage of the district.
- Creating engaging news releases, official statements and proactive news pitches to major national and local media outlets to ensure weekly news coverage of the district.
- Supporting schools and departments with media strategy, promotion of their events and programs along with crisis management and the creation of letters to deliver sensitive content to families.
- Managing district reputation through media strategy and creation of positive news stories and issue management.
- Responding to Colorado Open Records Act requests.
- Creating, writing and editing homepage articles and social media posts.
- Coordinating crisis communications during emergencies, working closely with others in the district’s incident command structure to disseminate accurate information in a timely fashion.
- Participating in a variety of special projects.
- Maintaining up-to-date media contact lists.
- Performing all other duties as required or assigned.
- Organizing, coordinating and managing outreach activities, community engagement and media relations for the Board President and Board of Education in order to strengthen connection to community, particularly for the introduction of the new superintendent.

Knowledge, Experience & Other Qualifications:

- Minimum of five (5) years related experience.
- Minimum of three (3) years management experience.
- Knowledge of program management best practices.
- Work style that yields high results when working independently or as part of a team.
- Ability to foster effective relationships with district staff, schools, and external partners.
- Ability to prioritize multiple projects.
- Ability to develop, plan, and implement short- and long-range goals, establish priorities, and organize resources.
- Ability to multitask without compromising integrity or fidelity.
- Experience and proficiency with Google Suite products.
- Effectively handle multiple demands and competing deadlines.
- Inspired, visionary who can foster/generate excitement, buy-in and understanding with colleagues and employees outside of the team.
- High degree of integrity in handling confidential information.

Education Requirements:

- Bachelor's Degree in a related field, required.
- Master’s Degree in a related field, preferred.

Additional Information:

- Work Year Calendars (including accrued time off): http://thecommons.dpsk12.org/Page/1129
- Benefits (including DPS contributions): http://thecommons.dpsk12.org/Page/1397
- Compensation Structures: http://thecommons.dpsk12.org/Page/244
- Employee must live and work with a permanent home address in Colorado while working for Denver Public Schools.

About Denver Public Schools:

Denver Public Schools is committed to meeting the educational needs of every student with great schools in every neighborhood. Our goal is to provide every child in Denver with rigorous, enriching educational opportunities from preschool through high school graduation. DPS comprises nearly 200 schools including traditional, magnet, charter and alternative pathways schools, with an enrollment of more than 90,000 students.

DPS has become the fastest-growing school district in the country in terms of enrollment and the fastest-growing large school district in the state in terms of student academic growth. Learn more at dpsk12.org.

Denver Public Schools is an Equal Opportunity Employer and does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, age, disability, or any other status protected by law or regulation. It is our intention that all qualified applicants be given equal opportunity and that selection decisions be based on job-related factors.