



ADMINISTRATIVE PROCEDURE 489
MANAGER – COMMUNICATION SERVICES
ROLE AND RESPONSIBILITY STATEMENT

Background

Guided by the Division's Mission Statement, Vision Statement, Beliefs, and Statement of Values the Manager - Communication Services will assist the Superintendent in fulfilling the general and specific aspects of the role description for the Superintendent as defined in Provincial Statute, Alberta Education and Board Policy.

Procedures

The Manager - Communication Services will have specific responsibilities for:

1. Labour Relations:

- 1.1 The Manager - Communication Services is the designated position to play a central and primary role in the handling of communications for all labour relations issues including but not restricted to:
 - i. Becoming a key part of the Board's labour relations team relative to communication;
 - ii. Pursuant to the direction of the Board, assuming responsibility for Board communication to all parties with respect to labour relations matters.

2. Leadership Practices:

- 2.1 The Manager - Communication Services is viewed positively and has the support of those with whom he/she works most directly in carrying out his/her responsibilities.
- 2.2 Works to achieve goals approved by the Superintendent of Schools/CEO for the Division and the Department.
- 2.3 Monitors the achievement of the communication outcomes established for the Division and the Department related to the duties of this position.
- 2.4 Develops and implements a personal professional development plan for his/her ongoing professional improvement.
- 2.5 Liaises with schools regarding communication responsibilities on a regular basis.

3. Strategic Planning and Reporting:

- 3.1 Assists the Board in setting communication goals and objectives.
- 3.2 Gathers necessary information and data for the development of a system-wide communications plan.
- 3.3 Provides leadership and involves stakeholders in the development of the communications plan.
- 3.4 Provides leadership and guidance in reviewing, revising, and recommending communication processes to the Superintendent at the system and school level.
- 3.5 Provides guidance to schools in the development of each school's communication plan/strategies.

4. Communication:

- 4.1 The Manager - Communication Services will facilitate two-way communication between the school system and the community by:
 - i. Providing information to the community from the system regarding priorities, plans, and programs.
 - ii. Bringing information from the community to the system about trends, opportunities, and challenges to enhance system planning and policy formation.
 - iii. Liaising with existing school and community networks.
- 4.2 Liaising with appropriate provincial networks including government agencies.
- 4.3 As directed, implements Board-related communication initiatives.
- 4.4 Prepares and produces school system communication tools.
- 4.5 Assists and supports schools in implementing their communication strategies.

5. Public Relations

- 5.1 The Manager - Communication Services will increase public awareness of the school system's priorities, plans, and programs by:
 - i. Developing a system-level public relations plan.
 - ii. Writing press releases and feature articles.
 - iii. Liaising with media at the community level.
 - iv. Board Meeting Key Messages

6. Community Involvement

- 6.1 The Manager - Communication Services will encourage and develop opportunities for community involvement in public education by:
- i. Organizing community forums to promote discussion and information exchange about educational issues.
 - ii. Establishing a communications plan for informing the community about public education.

7. Policy:

- 7.1 Provides leadership in the development of Board policies and administrative procedures, as assigned by the Superintendent.

8. Other Duties and Obligations:

- 8.1 Perform other duties and obligations as assigned by the Superintendent of Schools.

Reference: Section 60, 61, 113, 116, 117 School Act

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