



POSITION ANNOUNCEMENT

Karen B. Salmon, Ph.D.
State Superintendent of Schools

Office of Human Resources · 200 West Baltimore Street · Baltimore, MD 21201 · 410-767-0019 · 410-333-3045 TTY/TDD

OFFICE OF THE STATE SUPERINTENDENT, CHIEF OF STAFF

May 10, 2019

POSITION TITLE: Communications Director (Designated Administrative Manager Senior II)

POSITION NUMBER: 039356 (JobAps #19-005224-0001)

SALARY: Salary Grade 24
Salary Range: \$75,461 - \$121,164

LOCATION: 200 West Baltimore Street
Baltimore, MD 21201

NATURE OF WORK: This management service position, which reports to the Chief of Staff, is responsible for supervising the Maryland State Department of Education (MSDE) Office of Communications. The Communications director leads communication and outreach efforts that keep internal and external stakeholders informed about State education policies, programs and new initiatives that effect Maryland schools, students, educators and the communities we serve, as well as, advises and assists the Chief of Staff in the creation and implementation of major strategic communications initiatives of the Department.

DUTIES AND RESPONSIBILITIES: Directly supervises all office staff within the Communications Team; develops and executes an office budget; direct the Department's internal and external communication activities; oversees the development and implementation of a strategic communications plan for the Department, including employee communications, media relations, online activities, social media, traditional print publications and events to increase public understanding of Department activities; responds to public information inquiries; Coordinates special projects and assignments from the Chief of Staff and State Superintendent; Directs and provides guidance and oversight for the dissemination of public information.

MINIMUM QUALIFICATIONS: **EDUCATION:** Bachelor's Degree from an accredited college or university.
EXPERIENCE: At least two years of management level experience leading a communications office, which provided the applicant with the competencies and expertise described below under Essential Requirements.

ESSENTIAL REQUIREMENTS: Experience in a senior, strategic leadership role in district, state-level or private sector communications, including substantial media relations and social media experience. Bilingual skills preferred. Requires the following competencies: Excellent relationship building skills; demonstrated track record in leading and managing a strategic communications function; strong knowledge of state and national education policy issues; demonstrated experience in creating and leading public relations campaigns that are aligned and integrated with strong public relations and branding initiatives; demonstrated experience utilizing digital media to create robust and compelling content that increases and enhances stakeholder understanding of complex matters; proven experience serving as a spokesperson within a high-profile organization including managing media during crisis situations and responding to public information inquiries; knowledge of communications vehicles, including print, broadcast, electronic, social and digital media; keen sense of judgment and tact, as well as the ability to work with all levels of management, the media and/or general public; ability to delegate direction and manage multiple initiatives simultaneously; solid management skills, with the capability to effectively manage project and processes across multiple areas of the organization; ability to interface, impact and influence at all levels within the organization; proven ability to motivate and manage a team of skilled professionals.

PROCEDURE FOR APPLICATION:

To apply for this position online go to [MSDE Jobs on JobAps](#) (or complete an MSDE Application on [marylandpublicschools.org](#)). On-line applications (and resumes) are the preferred method for receiving your application/attachments. Using this method will allow applicants to access their documents for future recruitments for which they apply and verify that the appropriate documents (resume-credentials) have been attached to the recruitment that requires them. Applicants must include their resume and provide sufficient information on the application to document that they satisfy the minimum qualifications for this recruitment. Please do not put "See Resume" in the job duties section of your application; your application will not be considered.

If you utilize fax or regular mail as the option to submit required attachments, you will need to resubmit these documents each time you apply for a new position that requires the attachments. Additionally, you must include the following information on each page of the attachment you submit in order to ensure that we append the attachments to the correct recruitment: First and Last Name, Recruitment Number, and the last 4 digits of your SS# and indicate application for – **Communications Director (Designated Administrative Manager Senior II) #039356 (JobAps# 18-005224-0001)** Mailing Address: Maryland State Department of Education, Office of Human Resources, 200 West Baltimore Street, Baltimore, Maryland 21201. Fax: 410-333-8950 – This fax number is for Department of Education recruitment actions only.

If you have difficulty with your user account or have general questions about this online application system, please contact the MD Department of Budget and Management, Recruitment and Examination Division at 410-767-4850. For inquiries or an MSDE Application, contact 410-767-0019 or TTY/TDD 410-333-3045 or visit our website at www.marylandpublicschools.org/about/Pages/OHR/Employment.aspx.

Appropriate accommodations for individuals with disabilities are available upon request

CONDITIONS OF EMPLOYMENT:

Proof of eligibility to work in compliance with the Immigration Reform and Control Act and possible *travel throughout the State* are required. Any misrepresentation of academic or experience requirements for this position may result in non-selection or termination of employment.

CLOSING DATE:

For immediate consideration please submit your application by **May 24, 2019** – Open Until Filled.