ADEL DESOTO MINBURN COMMUNITY SCHOOL DISTRICT

JOB DESCRIPTION

TITLE DIRECTOR OF INNOVATIVE LEARNING AND COMMUNICATION

QUALIFICATIONS
1. Licensed to teach in the State of Iowa. Teaching experience preferred.
2. Administrative license in the State of Iowa.
3. Strong communication and human relation skills.
4. Ability to work effectively in a fast-paced environment with a variety of situations. Requires command of detail, accuracy, organizational skills and the ability to handle multiple tasks and demands.
5. Effective organizational and leadership skills.
6. Strong knowledge of and skills in instructional technology, curriculum, assessment, and communications practices.
7. Strong verbal, written, and editing skills.
8. Ability to use a variety of social media platforms fluently.
9. Ability to create print and digital materials using appropriate design and publishing software.
10. Valid Iowa Driver’s license.

REPORTS TO Superintendent or Designee

JOB GOALS - Director of Innovative Learning: To positively impact student achievement by providing strategic vision and leadership for continuous development of system-wide innovation in the planning, development, implementation, and evaluation of the district’s curriculum, instruction, and assessment programs.

Director of Communication: To support student achievement by ensuring that the district’s public relations, communications, branding, and marketing efforts are aligned with the district goals and to improve ADM’s visibility, advance ADM’s brand, and articulate clear messages to internal and external constituencies.

PERFORMANCE RESPONSIBILITIES - DIRECTOR OF INNOVATIVE LEARNING
1. Provides strategic vision and leadership for major initiatives and change efforts.
2. Provides leadership, encouragement, opportunities, and structure for staff to continually design more effective teaching and learning experiences, with and without technology, for all students.
3. Collaborates with the Superintendent and Building Principals to provide leadership for and management of curriculum reviews and implementation plans to ensure alignment to Iowa Core State Standards and improved student learning.
4. Ensures staff members have professional development that directly enhances their performance, improves student learning, and fosters an environment encouraging creative and independent use of instructional technology. Facilitates the Iowa Professional Development Plan and supports building professional development plans.

5. Collaborations with Superintendent and Building Principals to provide leadership and organization for the District Professional Learning Communities (PLC).

6. Collaborates with the Superintendent and Building Principals to use appropriate data to establish rigorous, concrete goals in context of student achievement and instructional programs.

7. Collaborates with the Director of Technology to develop, implement, and maintain a strategic vision for the use of technology in the district and to assist staff in the use of existing and emerging technologies for the purpose of integrating 21st Century Skills across the curriculum.

8. Collaborates with the Superintendent and Building Principals to provide leadership and organization for the District Teacher Leader Compensation (TLC) Program.

9. Provides leadership in the purchase and acquisition of new technology and equipment for the purpose of meeting the strategic vision of technology use in the district.

10. Collaborates with Building Principals to develop a vision for all District media centers and to coordinate operations for them.

11. Develops and refines the District K-12 Technology Literacy Curriculum and Standards.

12. Collaborates with the Superintendent to promote engagement with all stakeholders through SIAC and other venues.

13. Collaborates with the Superintendent and Building Principals in the development and coordination of the district assessment plan and the Iowa Assessment process.

14. Collaborates with the Superintendent to oversee the budget for curriculum, Iowa Core, and professional development.

15. Collaborates with the Superintendent to manage the acquisition, inventory, and ordering of curriculum materials.

16. Collaborates with the Superintendent to lead district assessment analysis processes.

17. Collaborates with the Superintendent to provide leadership and facilitation of the Instructional Coaches Professional Learning Community (PLC).

18. Collaborates with the Superintendent to complete state and federal reports for CASA, as well as other reports that are directly related to specific job responsibilities.

19. Assists the Superintendent and other staff in the completion of the Department of Education Desk Audit.

20. Partners with Heartland AEA and Iowa Department of Education.
PERFORMANCE RESPONSIBILITIES - DIRECTOR OF COMMUNICATIONS

1. Leads, plans, directs, and implements short and long-range plans relating to district public relations, communication, branding, and marketing efforts.
2. Responsible for editorial direction, design, production, and distribution of all district publications.
3. Coordinates the development and maintenance of public messages and tools needed for sustained positive public relations, including the district website, newsletters, brochures, news releases, campaign material, and special event notifications.
4. Plans for and deploys digital communication activities; website, online campaigns, email marketing, social media and digital content production.
5. Collaborates with the Superintendent to coordinate community and media interest in the district and ensures regular contact with target media and appropriate response to media requests.
6. Ensures brand and messaging quality and consistency and establishes branding guidelines to apply across all departments, activities and events.
7. Collaborates with Director of Technology on matters of support, maintenance, and installation of technology that directly impacts the district’s efforts pertaining to public relations, communication, branding, and marketing.
8. May act as the district’s representative with the media or at public events and functions, as directed by the Superintendent.
9. Provides liaison with community groups and businesses interested in the schools and assists them in working on school projects.
10. Maintains current knowledge of developments in the areas of administrative and school public relations.
11. Assists in the training of certified and classified staff on the various operations of communications.
12. Assists the Superintendent with legislative relations.

PERFORMANCE RESPONSIBILITIES - GENERAL

1. Complies with state and federal mandates and local board policies.
2. Demonstrates ethical and professional behavior.
3. Manages fiscal and physical resources responsibly, efficiently, and effectively.
4. Fosters and maintains caring professional relationships with staff.
5. Operates in accordance with board policies and sees that all policies of the board pertaining to employee’s area of jurisdiction are implemented.
6. Is respectful of divergent opinions.
7. Demonstrates appreciation for and sensitivity to diversity in the school community.
8. Demonstrates values, beliefs, and attitudes that inspire others to higher levels of performance.
9. Serves as a contributing member of the Administrative Team and other committees as assigned.
10. Maintains professional growth through graduate work, professional organizations, seminars, and/or related professional literature.
11. Keeps informed of latest research, trends, and developments in educational technology.
12. Attends board meetings as requested and assists with presentation of information and/or recommendations.
13. Performs such other tasks as may be assigned by the board.

PHYSICAL REQUIREMENTS
1. Mobility as needed to visit all district buildings and classrooms
2. Must be able to drive a personal vehicle or provide transportation suitable to accommodate responsibilities
3. Ability to occasionally lift equipment and supplies up to fifty pounds

WORKING CONDITIONS
1. Considerable in-district travel required
2. Occasional evening and weekend work necessary

TERMS OF EMPLOYMENT
1. 11-month position
2. Salary and benefits to be established by the board

EVALUATION Performance of this job will be evaluated in accordance with provisions of board policies

Approved by Board of Directors June 11, 2018

Revised