

ADEL DESOTO MINBURN COMMUNITY SCHOOL DISTRICT

JOB DESCRIPTION

TITLE EXECUTIVE DIRECTOR OF TEACHING AND LEARNING AND COMMUNICATION

QUALIFICATIONS

1. Licensed to teach in the State of Iowa. Teaching experience preferred.
2. Administrative license in the State of Iowa required.
3. Educational Specialist degree preferred.
4. Strong communication and human relation skills.
5. 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.
6. Effective organizational and leadership skills.
7. Strong knowledge of and skills in curriculum, instruction, assessment, systems thinking and communications practices.
8. Strong verbal, written, and editing skills.
9. Ability to use a variety of social media platforms fluently.
10. Ability to create print and digital materials using appropriate design and publishing software.
11. Valid Iowa Driver's license.

REPORTS TO Superintendent

SUPERVISES Building Principals and Directors as designated by the Superintendent

JOB GOALS - *Executive Director of Teaching and 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.

Executive 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 – EXECUTIVE DIRECTOR OF TEACHING AND LEARNING

1. Provides strategic vision and leadership for major initiatives and change efforts.

2. Collaborates with the Superintendent to develop and lead operational/system plans and processes to accomplish strategic goals.
3. Provides leadership and support for the development of the District Improvement Plans and School Improvement Plans in collaboration with Superintendent and Building Principals.
4. Responsible for leadership and management of curriculum reviews and implementation plans to ensure alignment to Iowa Core State Standards and improved student learning in collaboration with the Superintendent and Building Principals.
5. Coordinates elementary and secondary instructional programs in collaboration with Superintendent and Building Principals.
6. Responsible for the implementation of the Iowa Instructional Framework.
7. Responsible for the District Teacher Leader Compensation (TLC) Program in collaboration with the Superintendent and Building Principals.
8. Provides leadership, organization, and support for District Professional Learning Communities (PLC) in collaboration with Superintendent and Building Principals.
9. Ensures staff members have professional development that directly enhances their performance, improves student learning, and fosters a learning environment that encourages critical thinking, communication, collaboration, and creativity.
10. Responsible for the district assessment plan and the Iowa Assessment process, in collaboration with Building Principals and other district personnel.
11. Provides leadership and coordination of the district fine arts program in coordination with the Superintendent, Activities Director, and Building Principals.
12. Provides leadership and coordination of the district library media program in coordination with Building Principals.
13. Collaborates with the Director of Technology to develop, implement, and maintain a strategic vision for the use of instructional 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.
14. Provides leadership in the purchase and acquisition of new technology and equipment for the purpose of meeting the strategic vision of instructional technology use in the district.
15. Collaborates with the Superintendent to promote engagement with all stakeholders through SIAC and other venues.
16. Collaborates with the Superintendent to oversee the budget for curriculum, Iowa Core, and professional development.
17. Collaborates with the Superintendent to manage the acquisition, inventory, and ordering of curriculum materials.
18. Collaborates with the Superintendent to lead district assessment/data analysis processes.
19. 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.

20. Assists the Superintendent and other staff in the completion of the Department of Education Desk Audit.
21. 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 the 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 all board meetings and assists the superintendent with the 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 May 10, 2021

Revised