



# Lansing Unified School District 469

200 East Mary Street  
Lansing, Kansas 66043  
913-727-1100  
www.usd469.net

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## Checklist for Creation of Job Descriptions and Evaluations

Job descriptions were created by pulling job duty information from other districts across the country and tailored to fit the positions in Lansing USD 469.

**Position:** Director of Communications & Marketing

1. Created draft based on similar job descriptions from other districts
2. Reviewed with Superintendent
3. Made necessary edits based on Superintendent's recommendation
4. Uploaded to Google Drive and shared with Superintendent
5. Shared with Director of Communications & Marketing to review and make additions if necessary
6. Made necessary edits based on employee's recommendation and Superintendent's Approval
7. Shared with Board of Education for approval
8. Create evaluation based on Specific Duties and Requirements from job description



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**Job Title:** Director of Communications & Marketing

**Reports to:** Superintendent

**Purposes and Objectives of the Position:**

Supports the coordination of operations and necessary communications throughout the school communities. The Director of Communications & Marketing will market the district and promote positive public relations between the school and community. Provides administrative support to the superintendent for effective communications of community engagement programs and projects.

**Qualifications:**

- Bachelor's degree in Business Management (or related degree)
- Has extensive knowledge of the district's philosophy, goals, and mission
- Strong organizational, communication and interpersonal skills
- Knowledge of Excel, Word, and other software
- Ability to work independently
- Excellent phone etiquette and interpersonal relationships
- Strong photography, design, writing, and editing skills
- Website design

**Specific Duties and Requirements:**

- Establish and maintain effective working relationships with all stakeholders
- Oversee all media, publicity, and marketing efforts for the district and schools
- Compile, maintain and organize files responsible for technical communications
- Compose and type routine correspondence
- Receive and respond to requests for information
- Compile information and prepare statistical reports
- Coordinate district website software updates
- Oversee district and school website content updates
- Coordinate district/school newsletters for printing and/or digital publication
- Work closely with faculty and administrators to effectively communicate what is going on around the district on website, app, social media, email, etc.
- Oversee the automated system to track and manage employee requests and/or issues related to communications and the district website in a timely manner
- Serve on the district's crisis team to assist in public information, notification and managing media relations
- Meet with the superintendent yearly for an annual evaluation.

- Prepare monthly Director of Communications and Marketing Report for BOE to be shared via Board Docs during each regular board meeting.
- Other duties as assigned by the Superintendent of Schools.

*The district reserves the right to modify job duties or job descriptions at any time.*

### **USD 469 Board of Education Policies**

#### **Knowledge, Skills, and Abilities Required:**

- Ability to work cooperatively and constructively with others, including the ability to communicate effectively with a broad number of audiences.
- Ability to manage job responsibilities and to meet the established district outcomes.
- Ability to use necessary district-identified computer hardware and software, and other district-provided technology.
- Ability to physically adapt to the compressed time schedule of a school day and year.



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Superintendent Dan Wessel

## Employee Performance Review **DIRECTOR OF COMMUNICATIONS & MARKETING**

### EMPLOYEE INFORMATION

Employee Name

Location

Evaluator Name

Target Evaluation Completion Date

### REVIEW GUIDELINES

#### Directions:

As with any evaluation process, the intent is to provide information that will enable the employee to improve job performance. Individuals needing to improve in an area shall be given specific information as to the reasons why improvement is needed and time to correct any deficiencies.

Check one rating for each function. The evaluator may comment on any marking, but functions marked "Marginal" or "Unsatisfactory" shall include suggestions for improving performance.

Complete this Employee Evaluation using the following scale:

- 1 - Outstanding:** Performance is so successful at this element of your job that special note should be made.
- 2 - Very Good:** Performance at this level is consistently better than average.
- 3 - Satisfactory:** Performance is at or above the standards required.
- 4 - Marginal:** Performance is somewhat below the minimum standard for this element of your job. There appears to be, however, potential and the willingness to improve.
- 5 - Unsatisfactory:** Performance on this element of your job is well below the standards and potential and/or willingness to meet the minimum standards is not immediately apparent.

### 2021 – 2022 GOALS

#### GOAL 1:

5 - Outstanding

4 - Very Good

3 - Satisfactory

2 – Marginal

1 - Unsatisfactory

Comments:

#### GOAL 2:

5 - Outstanding

4 - Very Good

3 - Satisfactory

2 – Marginal

1 - Unsatisfactory

Comments:

## REVIEW OF DISTRICT JOB FUNCTIONS

1. Establish and maintain effective working relationships with all stakeholders.

5 - Outstanding      4 - Very Good      3 - Satisfactory      2 - Marginal      1 - Unsatisfactory

Comments:

2. Oversee all media, publicity, and marketing efforts for the district and schools.

5 - Outstanding      4 - Very Good      3 - Satisfactory      2 - Marginal      1 - Unsatisfactory

Comments:

3. Compile, maintain and organize files responsible for technical communications.

5 - Outstanding      4 - Very Good      3 - Satisfactory      2 - Marginal      1 - Unsatisfactory

Comments:

4. Compose and type routine correspondence.

5 - Outstanding      4 - Very Good      3 - Satisfactory      2 - Marginal      1 - Unsatisfactory

Comments:

5. Receive and respond to requests for information.

5 - Outstanding      4 - Very Good      3 - Satisfactory      2 - Marginal      1 - Unsatisfactory

Comments:

6. Compile information and prepare statistical reports.

5 - Outstanding      4 - Very Good      3 - Satisfactory      2 - Marginal      1 - Unsatisfactory

Comments:

7. Coordinate district website software updates.

5 - Outstanding      4 - Very Good      3 - Satisfactory      2 – Marginal      1 - Unsatisfactory

Comments:

8. Oversee district and school website content updates.

5 - Outstanding      4 - Very Good      3 - Satisfactory      2 – Marginal      1 - Unsatisfactory

Comments:

9. Coordinate district/school newsletters for printing and/or digital publication.

5 - Outstanding      4 - Very Good      3 - Satisfactory      2 – Marginal      1 - Unsatisfactory

Comments:

10. Work closely with faculty and administrators to effectively communicate what is going on around the district on website, app, social media, email, etc.

5 - Outstanding      4 - Very Good      3 - Satisfactory      2 – Marginal      1 - Unsatisfactory

Comments:

11. Oversee the automated system to track and manage employee requests and/or issues related to communications and the district website in a timely manner.

5 - Outstanding      4 - Very Good      3 - Satisfactory      2 – Marginal      1 - Unsatisfactory

Comments:

12. Serve on the district's crisis team to assist in public information, notification and managing media relations.

5 - Outstanding      4 - Very Good      3 - Satisfactory      2 – Marginal      1 - Unsatisfactory

Comments:

13. Prepare monthly Director of Communications and Marketing Report for BOE to be shared via Board Docs during each regular board meeting.

5 - Outstanding      4 - Very Good      3 - Satisfactory      2 - Marginal      1 - Unsatisfactory

Comments:

**2022 – 2023 GOALS**

**GOAL 1:**

**GOAL 2:**

**COMMENTS AND SIGNATURES**

Evaluator Comments:

Employee Comments:

I have discussed this performance evaluation with the employee.

\_\_\_\_\_  
Evaluator's Signature

\_\_\_\_\_  
Date

I have read this evaluation of my performance and discussed it with my evaluator.

\_\_\_\_\_  
Employee's Signature

\_\_\_\_\_  
Date