AP 150 - DIVISION COMMUNICATIONS

BACKGROUND

Saskatoon Public Schools believes that good communication, both internal and external, is vital to the success of the organization.

Some basic assumptions related to communication are as follows:
• the best avenue of communication to the public is through our schools;
• it is necessary for every employee of the division to realize that he/she is part of the communications team;
• the Communications Officer will solicit ideas and suggestions regarding Division successes and how to highlight the programs, initiatives and people that make Saskatoon Public Schools unique.

PROCEDURES

1. The Communications Officer provides division-wide communication advice to senior levels of the organization including Administrative Council, Principals and Vice Principals in the areas of issues management, reputation management, public relations, media relations, and strategic communications planning.
2. The Communications Officer is responsible for implementing division-wide communication policies, practices, procedures and plans and helping to promote the overall strategic direction of the organization.
3. News releases shall be developed by the Communications Officer except for the following:
   3.1. Sports scores and sports announcements shall be handled at the school level, as approved by the Principal, in consultation with the Educational Consultant: Athletics Education/Out-Of-School;
   3.2. School Community Council activities shall be handled at the school level.
4. All advertisements in the media will be authorized by the senior strategist, marketing with the exception of the following.
   4.1. Employment opportunities
   4.2. Tenders
   4.3. Debentures, bylaws
5. Currently, the Communications Officer is a 0.5 FTE position with a 0.5 temporary contract as a Webmaster for Saskatoon Public Schools. Saskatoon Public Schools’ website is an important communications tool, but also functions as a key marketing tool. As such, the Communications Officer must work closely with the marketing aspect of Saskatoon Public Schools.

Reference: Section 109(2), Education Act
Date Last Revised: November, 2011