

## **Aledo ISD Job Description**

### **Central Office**

## **Director of Communications/Webmaster**

Rev. 2/17/2017

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**Reports to:** Superintendent

### **Primary Purpose:**

Promote positive public relations between the school district and community. Prepare and provide information to the public about the activities, goals, and policies of the school district. Distribute pertinent information about the district and its activities to employees. Responsible for district Internet and Intranet technical functions. Design, enhance, and maintain the district and campus Internet and Intranet sites. Ensure the technical effectiveness, compliance and functionality for the district and campus websites.

### **Qualifications**

#### **Education/Certification:**

Bachelor's degree in English, journalism, communications, or a related field

#### **Special Knowledge/Skills:**

Strong organizational, communication, and interpersonal skills

Demonstrated skills in writing, editing, and public speaking

Thorough knowledge of media relations and public relations functions

Ability to implement policy and procedures

Ability to interpret data

Ability to use personal computer to design and produce district publications

In depth knowledge of HTML, JAVA, JAVA Script, PERL, ActiveX or other Web-based technologies

Extensive knowledge of Internet infrastructure and practices

Ability to detect, analyze, and solve technical problems

#### **Experience:**

Three years in journalism or communications experience

Technology experience - SchoolFusion experience preferred

School district experience preferred

### **Major Responsibilities and Duties**

#### **Public and Community Relations:**

1. Direct and manage the District's public information activities.
2. Serve as the information liaison between the school system and the community.
3. Serve as District spokesperson and coordinate media coverage.
4. Prepare news releases and publish articles and photos in local media and other publications.
5. Help school personnel publicize and promote any performances, exhibition, displays, or special programs sponsored by the schools.
6. Design, prepare, and edit District publications including newsletters, recruitment brochures, programs for special events and other publications.
7. Serve as District representative on community committees as required.
8. Ensure that public information activities contribute to the attainment of District goals and objectives.
9. Maintain District news clipping files.
10. Keep informed of developing communication trends and techniques.
11. Speak at civic organization meetings and make presentations to classes.

12. Demonstrate awareness of district-community needs and initiate activities to meet those needs.
13. Communicate with technology regarding the website updates and additions.
14. Train District administrators in public relations awareness.
15. Assist Superintendent to develop and sustain working relationships with local, state and national government entities.
16. Respond to and maintain annual records for open records request.

**Policies, Reports, and Law:**

17. Assist the superintendent in developing and publicize reports related to the performance of the district and articulate district goals and objectives.
18. Implement the policies established by federal and state law, State Board of Education rule, and local board policy in the public information area.

**Budget:**

19. Administer the public information budget and ensure that programs are cost effective and that funds are managed prudently.
20. Compile budgets and cost estimates based on documented program needs.

**Web Administration:**

21. Design and maintain district and campus websites and Intranet using tools such as HTML, JAVA, JAVA Script, PERL, Active X or other web-based technologies.
22. Develop and implement a district-wide standard for campus webpage design and informational content.
23. Monitor and update district site daily.
24. Provide all troubleshoot for issues that arise with Website district-wide.
25. Develop website infrastructure and ensure technical performance.
26. Research in areas of development for website appeal.
27. Implement any and all updates requested by the Superintendent.
28. Ensure the website meets all TEA requirements.
29. Provide training for campus and department personnel who are responsible for websites at their campus or department.
30. Consult with District and campus management to evaluate and implement tools and methods to deploy District information on District and campus websites.
31. Monitor web-related software licenses to ensure compliance.
32. Assist in the development, documentation, and communication of acceptable use of electronic communications policy, regulations, and standards.

**Supervisory Responsibilities:**

None

**Equipment Used:**

Computer, 35mm camera, video camera, fax machine, copier, printer

**Working Conditions**

**Mental Demands/Physical Demands/Environmental Factors:**

Demonstrate patience, flexibility, and professionalism when interacting with students, staff, parents, visitors, and members of the community;  
Accommodate last-minute demands for website/graphics services;  
Work with frequent interruptions; Maintain emotional control under stress;

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Occasional prolonged and irregular hours; Standing, squatting, kneeling and other positions as necessary for photographing district news; Periods of sitting as needed to complete writing and website projects; Carry and lift up to 50 pounds;  
Be available to work on evenings or weekends, if necessary, for crisis or time sensitive situations.

The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

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Employee Signature

Date

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Supervisor Signature

Date