



Job Title: Director of Community Relations & Advertising **Wage/Hour Status:** 226 day

Reports To: Associate Superintendent, Communications **Pay Grade:** Administrative Pay Group 8

Dept. /School: Administration Building **Date Revised:** 03/27/2018

Primary Purpose:

The position works directly under the supervision of the Associate Superintendent of Communications and Marketing to support and assist with research, planning, communications, and evaluation of public relations objectives. This position will also assist in the coordination and instruction of Mansfield ISD communications, advertising and special district events.

Qualifications:

Education/Certification:

Bachelor's degree in education, business, journalism, communications, public relations, marketing, political science or related field from an accredited college or university.

Special Knowledge/Skills:

- Knowledge of school district marketing
- Knowledge of school district advertising
- Knowledge of community and business partnerships
- Ability to plan and execute special events

Experience:

- Prefer a minimum of five years of experience working in the area of communications, public relations, journalism or marketing that provided extensive storytelling experience.
- Experience in school public relations a plus.

Major Responsibilities and Duties:

Community Relations:

1. Create and sustain relationships with local groups including community service organizations, business partners, network of realtors, and others.
2. Plan and execute special events and programs for a variety of community groups:
 - a. Realtor Networking Event
 - b. Senior Citizen Tour
 - c. MISD Ambassadors staff program
 - d. MISD Leader Academy for parents and community members
3. Research and adopt new and innovative methods for establishing effective two-way communication with community stakeholders.
4. Administer the community relations and advertising budget and ensure programs are cost effective and funds are managed prudently.
5. Work with state and national legislators to gather data and information to assist in interpreting the impact of legislation on the district.

6. Support the implementation of district-level community and parent engagement.
7. Attend committee meetings, Chamber luncheons, and community special events as directed by the Associate Superintendent of Communications and Marketing.
8. Empower every MISD employee to provide customers with an amazing experience through establishing customer service standards, training, and accountability measures.

Advertising:

9. Build, maintain, and guarantee execution of district advertising program.
10. Maintain budget for executing advertising program, including invoices and payments.
11. Plan and oversee the organization's advertising and promotional activities.
12. Establish annual advertising goals to ensure the maximum utilization of facilities and services.
13. Initiate and develop sponsorship and advertising contracts in accordance with approved guidelines.
14. Research potential sponsorship/partnership opportunities to generate revenue and/or fund school district projects and initiatives.
15. Develop and execute plans, both short and long range, to ensure maximum utilization of district's facilities and services for revenue enhancement.
16. Prepare annual advertising activity reports and provide reports to the Associate Superintendent of Communications and Marketing.
17. Initiate and oversee the process of trademarking all MISD logos, including campus logos, and licensing them to external parties.

Special Events:

18. Serve as districtwide events coordinator.
19. Coordinate all district-level events, including but not limited to: banquets, celebrations, special meetings and recognition programs.
20. Design, prepare, and edit district publications for special events.
21. Other duties as assigned.

Equipment Used:

Mac/PC Platform, variety of software, digital camera, standard office equipment and portable radio.

Working Conditions:

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use hands to operate radio, and work on computer. The employee is regularly required to use feet and legs to walk the facility as many times as required during an event the employee is charged with for the day. The person must be able to climb stairs and walk long distances to access all seating. Lifting up to 45 lbs. must be able to work extended hours, weekends, and holidays as required.

Mental Demands/Physical Demands/Environmental Factors:

Maintain emotional control under stress. Occasional prolonged and irregular hours including weekends and holidays.

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