

**San Antonio ISD**  
**Job Description**



**ASSISTANT DIRECTOR**  
**COMMUNICATIONS**

**Opening:** August 31, 2016  
**Reports To:** Executive Director - Communications  
**Pay Grade:** Administrative Management Job Group 6

**Closing:** September 15, 2016  
**Wage/Hour Status:** Exempt  
**Rev:** 8 - 2016

**Terms of Employment:**

12 months/ 230 days per year. Salary is at Administrative Management Job Group 6 on the SAISD Compensation Plan on Non-Chapter 21 contract. Salary will be \$65,717.90 with additional consideration for directly related experience.

**Primary Purpose:**

The Assistant Director of Communications, under the direction of the Executive Director of Communications, develops and executes public relations and marketing programs that support District objectives and promote positive relations between the school district and community.

**Qualifications:**

**Education/Certification:**

- Bachelor's degree from an accredited four year college or university
- Candidate must have satisfactory outcome of fingerprinting background check. Non-refundable fee (approximately \$50.00) paid by the employee

**Special Knowledge/Skills:**

- Organizational skills with the ability to organize and prioritize assigned tasks
- Ability to initiate and manage multiple projects
- Effective communication skills, both oral and written
- Ability to gather and assimilate information quickly on a variety of topics.
- Ability to conceptualize, design and implement a quality public relations/marketing program for the school district
- Knowledge of current public relations programs and strategies related to school and community relations
- Ability to relate positively to others and serve as a role model in working with all San Antonio ISD staff and community members to promote quality school, community and business relationships

**Experience:**

- Five (5) years in public relations and/or marketing

**Major Responsibilities and Duties:**

- Assist the Executive Director in managing the District's public information activities.
- Draft news releases, articles and other materials for the purpose of keeping the media and public informed of school District activities
- Work as liaison with reporters in placing news and features in the media and assist in handling media inquiries
- Manage and monitor social media content and activities at the District level
- Create, coordinate and execute public relations plans for the District and various departments and campuses
- Manage and coordinate promotional events
- Develop content for District website
- Develop/write scripts and presentations as needed
- Assist in creating collateral on key programs and offerings of the District
- Daily attendance and punctuality at work are essential functions of the job

**Supervisory Responsibilities:**

- None

**Equipment Used:**

- Office equipment: personal computer, printer, multi-line telephone system, copier, fax machine
- Communication equipment: radio communication equipment, cellular telephone, digital camera

**Working Conditions:**

**Mental Demands**

- Maintain emotional control under stress
- Work with frequent interruptions
- Work with frequent deadlines

**Physical Demands**

- Frequent: Lifting, carrying- light, under 15 pounds; sitting, standing, walking, climbing, pulling, pushing, reaching, repetitive hand motions, hearing, speaking clearly , visual acuity
- Occasional: Distinguishing colors and driving

**Environmental Factors:**

- Exposure to temperature extremes
- Exposure to noise
- Work alone
- Work prolonged or irregular hours

**THE SAN ANTONIO INDEPENDENT SCHOOL DISTRICT DOES NOT DISCRIMINATE ON THE BASIS OF RACE, COLOR, GENDER, RELIGION, NATIONAL ORIGIN, AGE, DISABILITY, OR ANY OTHER BASIS PROHIBITED BY LAW.**

Employee Acknowledgement: \_\_\_\_\_ Date: \_\_\_\_\_

Hiring Administrator: \_\_\_\_\_ Date: \_\_\_\_\_