

KATY INDEPENDENT SCHOOL DISTRICT

Job Title: Director of Communications
Reports To: Chief Communications Officer
Duty Days: 238 Days
Wage/Hour Status: Exempt
Pay Grade: P-4
Date Revised: 10-2017

Qualifications:

Master's degree in journalism, communications, public relations, media relations, or a related field preferred
Strong writing skills
7+ years in public and media relations and community relations
Experience in school communications preferred

Primary Purpose:

Responsible for managing and directing the District's internal and external communications and engagement efforts that promote a climate of understanding, collaboration, and support among staff and community. This includes overseeing the content delivered by the Communications Department, and ensuring brand message is consistent, timely and relevant to maintaining an effective inter-school and school-community network of communications programs and services that support goals for school success and community engagement. Supervises a department consisting of media relations, events management, website management, video production, internal and community relations, and administration building support services.

Major Duties and Responsibilities:

1. Oversee the development and implementation of communication campaign strategies and action plans, department procedures, and engagement initiatives.
2. Drive day-to-day media outreach strategies and tactics, including specific news releases, branding events and tailoring outreach initiatives.
3. Assist administration in communicating public opinion through writing letters, stories and speeches, video, and public speaking. Strong writing, editing and proofreading skills. This individual serves as the "eyes" for all things print and electronic, looking for clear communication, brand presence and consistency.
4. Coordinate and oversee the weekly support provided to campuses and the district in managing crisis communications — keeping the CCO informed of all potential crisis or media related situations, and/or media inquiries.
5. Advocate on behalf of the District brand with external stakeholders across all communications channels — including television, newspapers, social media, video, events and meetings.
6. Execute media tactics from identification of pitching opportunities to media briefings to managing an editorial calendar of story opportunities aligning with district initiatives.
7. Refine core messaging and branding to ensure organizational consistency in all aspects of communication including development, organizing and educating.
8. Coordinate the writing, editing, and publication of annual district publications (i.e. district profile, brochures, etc.).
9. Oversee the recognition of students and staff for educational achievements through media, events, and other appropriate avenues.
10. Respond in crisis situations, both during normal work hours and after, as well as be prepared to serve as a District media spokesperson when needed.
11. Attend school, community and civic meetings on behalf of Katy ISD to better understand community concerns, provide information, and advocate on behalf of the district.
12. Develop a model for sustaining employee and student communications liaisons on each campus — ensuring information about campus outcomes, achievements and programs are shared with the Communications Department and distributed/promoted on a timely basis.
13. Build and sustain online communities by overseeing the strategy, development and production of social media campaigns and the online supporter base.
14. Attend meetings of the Board and prepare such reports for the Board, community, and staff as directed.

15. Work with Communications staff, Graphics Department, and the Purchasing Department to develop an annual bid sheet for graphics and print production on all graphic materials distributed by the Communications Department.
16. Oversee the maintenance of a complete file and record of all educational news of the school district as published by the District or media.
17. Participate and lead internal committees and meetings as directed.
18. Attend professional meetings to continue to develop personal skills related to the field of school public relations, media relations, and community relations.
19. Assign, supervise and evaluate the activities of Communications Department staff.
20. Monitor budget allocations, expenditures and related financial activities for the purpose of ensuring that department functions are maintained while complying with all sound accounting practices and District objectives.
21. On an annual basis, prior to the start of the school year, oversee and ensure the development of an a) editorial calendar for the school year (listing annual articles, special reminders/notifications); b) calendar for monthly messages; c) distribution calendar for all electronic newsletters; d) graphics production schedule for all projects produced by the office; e) video production schedule, and f) events calendar. Ensure that established timelines and deadlines are met.
22. Other duties as assigned.

Equipment Used:

Personal computer, typewriter, printer, copier, and fax machine.

Working Conditions:

Work with frequent interruptions, maintain emotional control under stress. Frequent district wide travel. Prolonged use of the computer. Repetitive hand motions. Moderate lifting. Occasional prolonged and irregular hours.

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.

To apply: <https://winocular.katyisd.org/jobs/Jobpost.exe>

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