



POSITION AVAILABLE

Interested candidates must apply online at www.lcisd.org/careers

POSTING DATE: 05/03/2018

CLOSE DATE: 05/17/2018

OPEN

VACANCY NUMBER: 00003518

LOCATION: Administration Building

POSITION: Director, Community Relations

JOB QUALIFICATIONS: **Minimum Education/Certification:**

- Bachelor's degree from an accredited college or university
- Valid Texas driver's license
- Eligible for coverage under the District's vehicle insurance program

Special Knowledge/Skills:

- Strong skills in the area of:
 - Public speaking
 - Writing

- Graphic design
- Research and organization of information

- Understanding of strategic public relations planning
- Ability to communicate effectively in a variety of methods with diverse audiences

JOB DESCRIPTION: **Primary Purpose:** To generate in the community and among school personnel a climate of understanding and support of the District's efforts to provide each student with the best possible education.

DUTIES AND RESPONSIBILITIES: **Major Responsibilities and Duties**

Public and Community Relations

1. Ensure that all community relations and communication activities contribute to the attainment of district goals and objectives.
2. Promote a positive, caring climate for learning.
3. Oversee the development and implementation of communication campaign strategies and action plans, department procedures and engagement initiatives.
4. Manage the district's online presence, social media channels and all forms of communication.
5. Serve as the information liaison between the school district and the community.
6. Serve as district spokesperson and coordinate media coverage including preparing news releases and publishing articles and photos in local media, or other publications.
7. Respond in crisis situations, during both normal work hours and afterhours.
8. Design, prepare, and edit district publications including newsletters, brochures, programs for special events, calendars, etc.
9. Plan and coordinate district special events such as the annual recognition banquet, celebrations, Convocation, etc.
10. Assist with the preparation of applications and nominations for special local/state/national recognitions.
11. Assist principals and other administrators with communications support and guidance.
12. Demonstrate awareness of district/community needs and assist in initiating activities to meet those needs in district-level decision making.
13. Serve as a representative on district and community committees as required.
14. Attend meetings of the Board and prepare reports for the Board, community, and staff as directed.
15. Performs other duties as assigned by the Chief of Staff.

Policies, Reports, and Law

1. Develop and publicize reports related to the performance of the district and articulate district goals and objectives.
2. Comply with policies established by federal and state law, State Board of Education rule, and local board policy.
3. Compile, maintain, and file all reports, records and other documents as required.

Budget

1. Develop and administer the department budget based on documented needs and ensure that operations are cost effective and funds are managed wisely.

Personnel Management

1. Select, train, supervise, and evaluate staff and make recommendations relative to assignment, retention, discipline and dismissal.
2. Develop training options and/or improvement plans to ensure exemplary operation of the communications function.

Supervisory Responsibilities:

- Supervise and evaluate the performance of assigned personnel

REQUIRED EXPERIENCE:

Minimum Experience:

- Five years of experience in communications, public relations, media or marketing preferred
- Experience in school public relations preferred

OTHER INFORMATION:

Working Conditions: Mental/Physical Demands/Environmental Factors: Ability to concentrate (detailed work), communicate effectively (verbal and written); interpret policy, procedures and data; reason, understand verbal instructions, analyze, differentiate, memorize, read, coordinate district functions, compile, compute, instruct and maintain emotional control under stress. Light lifting and carrying (under 15 pounds), sitting, standing, walking, climbing (stairs), stooping, kneeling, pushing, pulling, reaching above shoulders, repetitive hand motions, hearing, speech, visual

acuity, driving, travel (occasional statewide), inside, unusual fatigue factors and frequent, prolonged or irregular hours.

APPLY TO:

The above statements are intended to describe the general purpose and responsibilities assigned to this job and are not intended to represent an exhaustive list of all responsibilities, duties and skills required.

SALARY:

Pay Grade: 6 (\$315.72 - \$378.10 per day entry level)

FROM - TO -

GROUP / GRADE:

Wage/Hour Status: Exempt; Reports To: Chief of Staff; Date Revised: May 2018

DAYS: