

**Job Title:** Director of Communications

**Exemption Status/Test:** Exempt/Administrative

**Reports to:** Superintendent

**Date Revised:** January 17, 2018

**Dept./School:** Dept. of Community Engagement and Communications

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### **Primary Purpose:**

The purpose of the HJISD Dept. of Community Engagement and Communications is to support the district's mission, vision and core beliefs through a two-way communication approach with internal and external publics that promotes the successes and accomplishments of the district and its students and staff; informs stakeholders of the objectives, policies, needs and procedures of the district; increases awareness of matters of state and national importance that affect the district; fosters community support and a positive image of the district and its schools and programs; and emphasizes the district's commitment to continuous educational improvement and success for every student.

The role of the Director of Communications is to work alongside department staff in promoting news and announcements of the district, with a particular focus on Curriculum and Instruction communications and news promotion. This role will work to publicize news and announcements regarding the district's instructional initiatives, student and staff accomplishments, and events and activities to increase awareness and participation among parents, community and media. This position will serve as a secondary resource for media and backup to the Executive Director for daily departmental tasks, including being on-call after hours when needed.

### **Qualifications:**

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

The ideal candidate will hold a degree in journalism, communications, or marketing from an accredited college or university and will have 5+ years of communication-related or public relations experience. Experience in school communications preferred.

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

Strong writing, editing, proofreading and research skills

Ability to comprehend complex instructional strategies/initiatives and communicate for understanding with non-educators

Ability to consistently meet deadlines

Strong organizational skills

Ability to manage multiple priority projects

Knowledge of Public Information Act guidelines and requirements

Working knowledge and experience with using a web content management system, social media networks, and other software applications essential to the communications department.

Initiative, positive attitude and strong work ethic

Reliable transportation to and from district events

## **Major Responsibilities and Duties:**

Serve as the liaison between HJISD and the community and media. This includes attending select district-level meetings and meeting with central office and campus administrators as required.

Produce news releases, print-ready articles, web/blog postings, scripts and other communication materials explaining the key instructional strategies, initiatives and programs of the district to foster a deeper understanding and build support among parents and community.

Oversee the recognition of students and staff for educational achievements through media, events and other appropriate avenues.

Facilitate all Public Information Act requests as received.

Help school personnel publicize and promote performances, exhibitions, displays, or special programs.

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.

Manage, update, and contribute content to the district's website, social media platforms, and print materials.

Manage, update, and contribute content to the district's events calendar.

Serve as a resource for media, answering calls and basic questions, researching questions, assisting the Superintendent in formulating official statements, coordinating interviews and implementing crisis communications.

Prepare press releases and publish articles in local media and other publications.

Establish unified storage of presentation, marketing, and communications materials so that internal functional groups can easily access it.

Attend Board of Trustees meetings to documents important events, assist with media requests, and manage board recognition presentations for students, staff and other members of the HJISD community. Create unofficial board summary for all Board meetings and attend meetings every month.

Develop, coordinate, and monitor branding and marketing standards for the district.

Assist with special-project writings, publications and presentations as assigned including brochures, community reports and marketing materials.

Working with the Superintendent, assist in development and planning of campus meetings, banquets, and other special events.

**Budget**

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

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

- Demonstrate patience, flexibility and professionalism when interacting with students, staff, parents, visitors, and members of the community
- Periods of sitting, standing, squatting, kneeling and other positions as necessary for photographing district news
- Periods of sitting as needed to complete writing projects
- Maintain emotional control under stress
- Work with frequent interruptions
- Regular district-wide travel
- Ability to attend after-hours district and community events

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This document describes the general purpose and responsibilities assigned to this job and is not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Reviewed by \_\_\_\_\_ Date \_\_\_\_\_

Received by \_\_\_\_\_ Date \_\_\_\_\_