



# Houston Independent School District

## Job Description

<b>POSITION TITLE:</b> Senior Writer		<b>CONTRACT LENGTH:</b>
<b>DATE:</b> 04/30/09		<b>DATE OF LAST REVISION:</b> 02/15/12
<b>JOB CODE:</b> CM0575	<b>PAY GRADE:</b> 27	<b>FLSA EXEMPTION STATUS:</b> E
<b>Job Family – Communications &amp; Marketing</b>		

### JOB SUMMARY

Prepares a full array of specialized written materials such as position papers, speeches, proposals, and major public documents for the district. Coordinates the research, writing, editing, and production of written communications for the board, senior management, other departments, and educational publications. Helps to shape and direct the district's strategy for communicating across social media platforms. Juggles multiple assignments in a fast-paced, deadline oriented environment.

### MAJOR DUTIES & RESPONSIBILITIES

<b>List most important duties first</b>	
1.	Researches, writes and edits articles for the employee and parent newsletters, departmental newsletters, and the HISD web site. Includes conducting interviews either face to face, and/or by phone or email.
2.	Helps to direct coverage and generate story ideas.
3.	Manages major projects for the Office of Communications.
4.	Develops and executes marketing plans for schools and programs.
5.	Collaborates with graphic designers on the development of printed materials and branding campaigns.
6.	Serves as a community/constituent liaison.
7.	May write and edit for district publications, and may provide photography services for use in publications and on the Web site.
8.	Establishes and maintains an information resource library to include software, systems documentation, periodicals, and records and report management systems.
9.	Performs other job-related duties as assigned.



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<b>EDUCATION</b> Bachelor's Degree
<b>WORK EXPERIENCE</b> 3 to 5 years
<b>TYPE OF SKILL AND/OR REQUIRED LICENSING/CERTIFICATION</b> Microsoft Office Suite Office equipment (e.g., computer, copier)
<b>LEADERSHIP RESPONSIBILITIES</b> No supervisory or direct people management responsibilities. May provide occasional work guidance, technical advice and training to staff.
<b>WORK COMPLEXITY/INDEPENDENT JUDGMENT</b> Work involves the application of moderately complex procedures and tasks that are quite varied. Independent judgment is often required to select and apply the most appropriate of available resources. Ongoing supervision is provided on an "as needed" basis. <b>BUDGET AUTHORITY</b> No budget development activity is required.
<b>PROBLEM SOLVING</b> Decisions are made on both routine and non-routine matters with some latitude, but are still subject to approval. Job is occasionally expected to recommend new solutions to problems and improve existing methods or generate new ideas. <b>IMPACT OF DECISIONS</b> Decisions have minor, small and possibly incremental impact on the department or facility. Errors are usually discovered in succeeding operations where most of the work is verified or checked and is normally confined to a single department or phase of the organizational activities resulting in brief inconvenience.
<b>COMMUNICATION/INTERACTIONS</b> Information sharing - gives and receives information such as options, technical direction, instructions and reporting results. Interactions are mostly with customers, own supervisor and coworkers in own and other departments.
<b>CUSTOMER RELATIONSHIPS</b> Takes routine or required customer actions to meet customer needs. Responds promptly and accurately to customer complaints, inquiries and requests for information and coordinates appropriate follow-up. May handle escalated issues passed on from coworkers or subordinates.
<b>WORKING/ENVIRONMENTAL CONDITIONS</b> Work is normally performed in a typical interior work environment which does not subject the employee to any hazardous or unpleasant elements. Ability to carry and/or lift less than 15 pounds.

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