

Job Title:	Director Communications	Wage/Hour Status:	Exempt
Reports to:	Chief Communications Officer	Pay Grade	108
Dept/School:	Communications	Date Revised:	November 6, 2023

Primary Purpose

Assist the Chief Communications Officer in overall leadership of the department. Assist with development, execution, and facilitation of District internal and external communication and engagement.

Qualifications**Education/Certification**

Bachelor's Degree in Public Relations, Communications, or related field
Valid Texas Driver's License

Special Knowledge/Skills

- Ability to use computer and software applications
- Strong organizational, communication, interpersonal skills
- Knowledge of governmental and media relations
- Effective public speaking skills

Experience

Five (5) year's experience in public school, community engagement and public relations

Major Responsibilities and Duties

1. Coordinate media coverage and interview/speaking opportunities for the Chief Communications Officer.
2. Coordinate internal and external communication opportunities to elevate the district's profile.
3. Provide intradepartmental coordination to promote District programs, events, and initiatives.
4. Assist the Chief Communications Officer in supervising staff effectively to implement and execute department tasks and programs.
5. Coordinate special projects as assigned by the Chief Communications Officer.
6. Maintain a professional level of confidentiality regarding sensitive personnel, parent, and student matters.
7. Coordinate government relations initiatives for the district and office of the Superintendent, under the direction of the Chief Communications Officer.
8. Manage and edit new releases, press conferences, news stories.
9. Coordinate press coverage and packets for Board meetings and District events.
10. Work with outside agencies, school sites, and departments on a variety of projects.
11. Provide excellent customer service and develop and maintain, professional relationships with the press, business representatives, community members, and District staff.
12. Respond to telephone calls, electronic mail, letters, and other communications.
13. Assist with staff writing needs for internal and external communications, including social media, website, and media relations.
14. Support development to ensure accountability and build capacity for District communications.
15. Promote an organizational climate that is informative, timely and responsive.
16. Maintain current knowledge and understanding of District policies.
17. Perform other duties as assigned by supervisor.

Policy, Reports and Law

18. Ensure compliance with federal, state, and local program mandates required of the district for assigned areas.
19. Maintain current knowledge and understanding of Board policies and administrative regulations.

- 20. Implement public information policies established by federal and state law, State Board of Education rule, and local Board policy.
- 21. Assist the superintendent in developing and publicizing reports related to the performance of the district and articulates District goals and objectives.

Professional Growth

- 22. Improve leadership skills through professional development activities and impart knowledge with other professionals.
- 23. Participate in professional development activities on a continuing basis.

Communication and Community Relations

- 24. Provide optimal customer service to students, employees, parents, community members and any other stakeholders of the district
- 25. Foster positive relationships with other departments/divisions to facilitate achievement of the district's mission.
- 26. Demonstrate a high level of professional and personal integrity, a collaborative leadership style, and high ethical standards.
- 27. Communicate with the Board in accordance with guidelines established by the Superintendent.

Supervisory Responsibilities

Supervise assigned personnel

Equipment Used:

Standard Office Equipment including personal computer and peripherals

Physical and Mental Job Requirements

Mental Demands/Physical Demands/Environmental Factors

Maintain emotional control under stress, work with frequent interruptions and frequent prolonged working hours. Frequent district-wide travel, occasional state-wide travel, and occasional outside work with exposure to extreme hot and cold temperatures

Terms of Employment

226 days; salary to be established by the Board of Trustees

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.

Approved: _____

Job Title: _____

Date: _____

Approved: _____

Job Title: _____

Date: _____

My supervisor has reviewed this job description with me and has provided me a copy

Employee: _____

Date: _____

The El Paso Independent School District does not discriminate in its educational programs or employment practices on the basis of race, color, age, sex, religion, national origin, marital status, citizenship, military status, disability, genetic information, gender stereotyping and perceived sexuality, or on any other basis prohibited by law. Inquiries concerning the application of Titles VI, VII, IX, and Section 504 may be referred to the District compliance officer, Rosa Ramos at 230-2031; Section 504 inquiries regarding students may be referred to Kelly Ball at 230-2856.

El Distrito Escolar Independiente de El Paso no discrimina en los programas de educación o en prácticas de empleo usando el criterio de raza, color, edad, sexo, religión, origen nacional, estado civil, ciudadanía, estado militar, discapacidad, información genética, estereotipo sexual o sexualidad percibida, u otra práctica prohibida por la ley. Preguntas acerca de la aplicación del título VI, VII o IX, y la Sección 504 pueden ser referidas al oficial del distrito, Rosa Ramos at 230-2031; preguntas sobre 504 tocante a estudiantes pueden ser referidas a Kelly Ball al 230-2856.