

**Job Title:** Chief Communications Officer

**Wage/Hour Status:** Exempt

**Reports to:** Superintendent

**Pay Grade:** 110

**Dept/School:** Communications

**Date Revised:** September 7, 2023

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### **Primary Purpose**

Responsible for developing and implementing an overall public relations strategy that engenders strong support for the district, to include:

- Promote open and positive communication between school and the community
- Prepare and provide information to the public, members of the media, and other stakeholders about the activities, goals, and policies of the district
- Distribute pertinent information about the district and its activities to employees; and
- Work with the superintendent and District Board of Trustees to achieve the immediate and long-range goals of the district
- Coordination of community involvement activities
- Responsible for responding to public information requests

### **Qualifications**

#### **Education/Certification**

Bachelor's Degree in Public Relations, Journalism, Communications, or related field  
Master's Degree (preferred)

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

- Ability to work independently and rely on personal judgment to make decisions
- Strong leadership and management skills
- Knowledge of media relations and public relations functions
- Strong organizational, communication, and interpersonal skills
- Demonstrated skills in writing, editing, and public speaking
- Ability to implement policy and procedures
- Ability to interpret data
- Ability to use technology to design and produce District publications

#### **Experience**

Seven (7) years experience in Public Relations, Journalism, Marketing, or Communications

Three (3) years experience in Public Relations, Journalism, Marketing, or Communications in a large school district (preferred)

### **Major Responsibilities and Duties**

#### **Communication and Community Relations**

1. Direct and manage the District's Public Information activities.
2. Define, develop, and create a Public Relations program with supporting management roles and responsibilities, in consultation with schools, to achieve District objectives and facilitate well-coordinated initiatives with the community and information services to the public.
3. Serve as the primary information liaison, providing accurate information to and soliciting useful feedback from the community, media, and other stakeholders.
4. Serve as the District spokesperson and coordinates media relations activities.
5. Serve as the District's custodian of records for Texas Public Information Act requests.
6. Prepare press releases and publishes articles and photos in local media and other publications.
7. Assist District and school personnel with publicizing and promoting performances, exhibitions, displays, or special programs sponsored by District schools.
8. Design, prepare, and edit District publications, including newsletters, recruitment brochures, programs for special events, and other publications.
9. Supervise publications and audio/visual productions developed within the public relations department.
10. Manage production of the district's cable TV show.

- 11. Plan and implement internal and external communication programs and strategies with schools and department directors.
- 12. Coordinate with the Superintendent to develop effective communication strategies.
- 13. Serve as District representative on community committees as required.
- 14. Align public information activities with District goals and objectives.
- 15. Support the District’s social media efforts to improve District communications and highlight the hard work of students and staff.
- 16. Manage publications associated with bond elections, District-wide employee elections, and Board of Trustees elections.
- 17. Oversee the partnerships in education and the volunteers in public school programs.
- 18. Oversee District activities in relation to the EPISD Education Foundation and other special key projects.
- 19. Represent the District’s interest when conducting business with other agencies and organizations.
- 20. Perform other duties as assigned by supervisor.

**Policy, Reports and Law**

- 21. Ensure compliance with federal, state, and local program mandates required of the district for assigned areas.
- 22. Maintain current knowledge and understanding of Board policies and administrative regulations.
- 23. Implement public information policies established by federal and state law, State Board of Education rule, and local Board policy.
- 24. Assist the superintendent develop and publicize reports related to the performance of the district and articulates District goals and objectives.

**Budget and Inventory**

- 25. Develop and administer the public relations budget and ensures that programs are managed prudently.
- 26. Compile departmental budgets and cost estimates based on documented program needs.

**Personnel Management**

- 27. Supervise assigned personnel, conduct performance appraisals, and make recommendations for appropriate employment action.
- 28. Ensure that staff members are well informed on district matters, as well as department policies.
- 29. Support professional growth and development for staff.
- 30. Promote an organizational climate that results in positive staff morale, transparency, and achievement of the mission of the district.
- 31. Anticipate, manage, and resolve conflict effectively by employing effective interpersonal skills.

**Professional Growth**

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

**Physical and Mental Job Requirements**

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

Maintain emotional control under stress; occasional prolonged and irregular hours; occasional Districtwide and statewide travel.

**Terms of Employment**

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

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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 for employees may be referred to the District compliance officer, Rosa Ramos at 230-2031; Application of Titles VI, VII, IX, and 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 para empleados pueden ser referidas al oficial del distrito, Rosa Ramos at 230-2031; preguntas sobre la aplicación del título VI, VII, IX y la Sección 504 tocante a estudiantes pueden ser referidas a Kelly Ball al 230-2856.