

**West Orange-Cove CISD**

<b>JOB TITLE:</b>	<b>Director of Communication</b>	<b>REFERENCE CODE:</b>	<b>1.30</b>
<b>REPORTS TO:</b>	<b>Superintendent of Schools</b>	<b>PAY GRADE</b>	<b>ADM</b>
<b>DEPT./SCHOOL:</b>	<b>Administration Building</b>	<b>SERVICE DAYS:</b>	<b>226</b>
<b>FLSA:</b>	<b>Exempt</b>		

**PRIMARY PURPOSE:**

Promote positive public relations between the school district and community. Prepare and provide information to the public and school employees about activities, goals, and policies of the school district.

**QUALIFICATIONS:**

***EDUCATION/CERTIFICATION***

A Bachelor's degree from an accredited college/university in English, journalism, communications, or related field

***SPECIAL KNOWLEDGE/SKILLS***

Strong organizational, communication, and interpersonal skills  
High degree of skills in writing, editing, and public speaking  
Thorough knowledge of media relations and public relations functions  
Ability to interpret policy, procedures, and data  
Advanced computer skills and ability to design and produce district publications

***MINIMUM EXPERIENCE***

Three years of experience in journalism or communications preferred

**ESSENTIAL FUNCTIONS:**

**PUBLIC AND  
COMMUNITY  
RELATIONS -**

- Serve as the information liaison between the school system and community.
- Prepare press releases and publish articles and photos in local media and other publications.
- Coordinate media coverage, help school personnel publicize and promote any performances, exhibitions, displays, or special programs sponsored by the schools.
- Design, prepare and edit district publications including the weekly board bulletin, programs for special events, realtor information packets, informational brochures and videos, district web site, and other publications.
- Serve as district representative on community committees as required.
- Ensure that public information activities contribute to the attainment of district goals and objectives.
- Maintain district press clipping file.
- Keep informed of developing communication trends and techniques.
- Demonstrate awareness of district-community needs and initiate activities to meet those needs.
- Administer district Christmas card contest, printing and distribution.
- Promote community involvement in special activities such as Red Ribbon Week and Texas Public Schools Week.
- Promote a positive image of the district in all communications, while promote the campus and district mission and vision statements.
- Prepare staff/student recognitions for board of trustee meetings.
- Build bridges of support and good will between campus and central office staff.
- Contribute to district-wide school improvement efforts and the attainment of Texas Academic Progress Report as a member of the management team.
- Be effective in scheduling activities and the use of resources needed to accomplish determined goals.

**SCHOOL/  
ORGANIZATIONAL  
CLIMATE**

**Director of Communications****1.30***CRISIS  
COMMUNICATION**INTERNET**POLICIES,  
REPORTS,  
AND LAW**BUDGET**Professional  
Growth and  
Development**OTHER DUTIES:*

- Field phone calls (24/7).
- Respond to/coordinate requests for interviews and statements.
- Assist with identifying and collecting information regarding crisis media stories.
- Oversee and monitor all district social media and district website/pages.
- Serve as district webmaster and webmaster trainer.
- Help the superintendent develop and publicize reports related to the performance of the district and articulate district goals and objectives.
- Implement the policies established by federal and state law, State Board of Education rule, and local board policy in the public information area.
- Administer the public information budget and ensure that programs are cost effective and that funds are managed prudently.
- Compile budgets and cost estimates based on documented needs.
- Stay abreast of professional practices in the field through participation in professional organizations, which may include the Texas School Public Relations Association and the National School Public Relations Association.
- Perform other duties and functions as assigned by the superintendent.

**EQUIPMENT USED:**

Computer, 35 mm camera, fax, copier, printer

This document describes the general purpose and responsibilities of this position and is not an exhaustive list of all responsibilities, duties, and skills that may be required.

\_\_\_\_\_  
Signature\_\_\_\_\_  
Date