**Director of Communications, Marketing, and Development**

**Employee Name (Print): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Reports To:** Superintendent

**Dept/Campus:** Administration **Paygrade:** Pro-7

**Wage/Hour Status:** Exempt **Date Revised:** January 2022

**This job description reflects management’s assignment of essential functions; it does not prescribe or restrict the tasks that may be assigned.**

**PRIMARY PURPOSE / FUNCTION:**

Develop a strategic communications program and promote positive public relations between the school district and community. Direct and manage the district public information functions to ensure legally sound and effective communication practices. Develop and implement employee, parent, student, and community communications programs for distribution to the media and the public.

**QUALIFICATIONS:**

**Education/Certification:**

Bachelor’s degree in English, Journalism, Communications, or related field

Master's degree from an accredited college or university desirable

**Special Knowledge/Skills:**

Thorough knowledge of media relations and public relations functions

Ability to communicate with all social and economic levels of the community

Superior communications skill, both written and oral

Strong social media strategies and campaign development

Creative and effective event planning

Excellent skills with a variety of computer formats.

Strong organizational, communication, and interpersonal skills

Patient and calm demeanor with ability to handle stressful situations

Ability to interpret data and communicate results

**Experience:**

Three years in journalism, communications, or a related field

**MAJOR RESPONSIBILITIES AND DUTIES:**

1. Provide leadership in collaborative processes to develop district-wide communication programs for staff, parents, students and community members.
2. Collaborate with the Superintendent, Board of Trustees and Administration to develop and implement a district marketing and promotion plan.
3. Serve as primary contact for all media sources and coordinate district personnel contacts with the news media.
4. Design and produce school district publications that enhance community support for all TISD programs.
5. Work cooperatively with principals and staff to define communication and promotion needs regarding district events, information, and programs.
6. Effectively communicate student assessment results to the community and schools.
7. Develop and maintain a district-wide master calendar of due dates, events, and deadlines.
8. Encourage and promote effective incentive and recognition programs for exemplary employee performance, including administrators, teachers, and classified/auxiliary staff.
9. Prepare press releases and publish articles and photos in local media and other publications.
10. Manage the social media needs of the district, including maintenance of the district website.
11. Prepare and edit district publications, including newsletters, brochures, programs for special events, and other publications.
12. Ensure the efficient operation and billing for the district print shop.
13. Provide training and ensure that all employees focus on customer service.
14. Coordinate planning of district dedications, banquets, workshops, or other activities.
15. Attend meetings of the Board of Trustees.
16. Furnish information and prepare speeches or appropriate background materials for the Superintendent and members of the Board of Trustees.

**Texarkana Public Schools Foundation**

1. Plan, direct, and coordinate all meetings and functions of the Board of the Texarkana Public Schools Foundation
2. Coordinate capital fund raising drives and activities for the Foundation.
3. Manage the overall operation of the Foundation by maintaining by-laws and appropriate accounting procedures, compiling minutes, facilitating meetings, scheduling facilities, developing policy proposals, and ensuring policy compliance.
4. Serve as the official representative and spokesperson for the Foundation; plan and coordinate all special events.
5. Assist with the Alumni Association database, communications, activities, and events.
6. Assist with the annual selection process for the Distinguished Alumni program.

**Budget**

1. Administer the departmental budget; ensure that programs are cost effective and that funds are managed prudently.
2. Compile budgets and cost estimates based on documented program needs.

**Personnel Management**

1. Hire, organize, and direct the work activities of department staff.
2. Evaluate job performance of department staff to ensure effectiveness.
3. Provide training and development for department staff.
4. Ensure that department operations contribute to the attainment of district goals and objectives.

**Communication**

1. Foster effective communication among principals, teachers, staff, parents, and community.
2. Demonstrate skill in conflict resolution with administrators, parents, teachers, staff, and community.
3. Monitor professional research and disseminate ideas and information to other professionals.

**Community Relations**

1. Articulate the district’s mission, instructional philosophy, and community involvement strategies to the community; solicit support in realizing the district's mission.
2. Demonstrate awareness of district-community needs and initiate activities to meet those needs.
3. Demonstrate use of appropriate and effective techniques to encourage community and parent involvement.
4. Exercise strict professional confidentiality.

**SUPERVISORY RESPONSIBILITIES:**

Supervise and evaluate performance of Graphic Design Specialist, Applications Developer, and TISD print shop staff.

**WORKING CONDITIONS:**

**The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations will be made if necessary:**

**Mental Demands:**

Ability to communicate effectively (verbally and written); interpret policy, maintain emotional control under stress; maintain a clear focus on customer service; ability to effectively manage others.

**Physical Demands:**

While performing the duties of this job, the employee is regularly required to sit; stand and move throughout the facilities. Duties also require repetitive hand motions; prolonged use of computer; moderate standing, stooping, bending, lifting/transport of up to 50lbs.Frequent district-wide and occasional statewide travel; occasional prolonged and irregular hours.

The foregoing statements are intended to describe the general purpose and responsibilities assigned to this job and are not intended to represent an exhaustive list of all responsibilities, duties, and skills that may be required.

Employee Date

Supervisor Date