

# Texas City Independent School District

P.O. Box 1150 Texas City, Texas 77592

**Human Resources**

(409) 916-0107

**Director of Communications**

Job Description

December 2016

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**Reports to:** Superintendent of Schools

**Status:** Exempt

**Term:** 226 Days

**Primary Purpose:**

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

**Qualifications:**

**Minimum Education/Qualifications:**

Bachelor's degree in English, journalism, communications, or a related field preferred

**Experience:**

Three year's experience in journalism, communications, or a related field

**Special Knowledge/Skills:**

Strong organizational, communication and interpersonal skills

Demonstrated skills in writing, editing, and public speaking

Thorough knowledge of media operations and public relations functions

Expertise with desk-top publishing software

**Major Responsibilities and Duties:**

1. Promotes positive school and community relations.
2. Serves as public information officer and designated spokesperson for the District with the media.
3. Responds to requests for data and District information as required in compliance with the Texas Public Information Act.
4. Communicates effectively with the media and plans meetings and activities to enhance dialogue with media on ongoing basis.
5. Serves with Public Information Assistant as District photographer.
6. Provides news release services and distribution of photographs to area newspapers, educational journals, and chambers of commerce for publication.
7. Works with the Curriculum and Instruction Department, Business and Support Services Department and Human Resources Department to provide public information and public relations activities in support of programs and services within those departments.
8. Coordinates the design and printing of District publications such as annual district wide activity calendar, holiday cards, newsletters, new resident information packets, brochures, employee recruitment materials, handbooks, District forms, instructional materials as requested, emergency plan manual development and distribution, and other manuals and miscellaneous publications.

9. Monitors news media daily and maintains and distributes news clippings to Board of Trustees, Superintendent and key staff related to Texas City ISD specifically and to the education field in general.
10. Coordinates printing of District stationary and employee business cards.
11. Uses effective communication strategies in dealing with staff, parents, and community.
12. Prepares and distributes Board Action Report following each regular meeting of the Board of Trustees.
13. Articulates mission and goals of District to the public.
14. Supervises the operation of the printing department, including evaluating and selecting appropriate equipment, production scheduling, ordering of supplies, maintenance of equipment, and training department personnel.
15. Works with the staff in crisis situations that involve media coverage.
16. Provides media notification via computer through Region IV School Closing Notification System and Internet announcement regarding school closing upon communication from the Superintendent.
17. Prepares and activates District telephone recording regarding school closings and updates telephone notification network.
18. Provides public relations counsel for District staff.
19. Prepares and monitors annual budgets for the Communications Office and the Print Shop.
20. Coordinates Board Recognition segment of Board of Trustees meetings.
21. Assists the Superintendent in preparation of materials for special activities such as speeches and presentations.
22. Provides public information to District's Website.
23. Attends meetings and assists with TCISD Foundation for the Future events.
24. Works with area public access cable television channel to provide district information.
25. Supervises and evaluates personnel under his/her direction.
26. Promotes and coordinates Gold Card program to provide free admission to District activities for District retirees.
27. Monitors and responds to message left on District communication-link telephone number.
28. Assists in planning and implementing special projects such as bond election campaigns, groundbreaking, building dedications, retirement and staff service recognition, and Trustee awards.
29. Performs other duties as assigned.

**Equipment/Software Used:**

Personal computer, telephone, typewriter, printer, calculator, binding and fax machines, copier, digital camera, video camera, scanner, PhotoShop, PageMaker, Corel Draw, ExCEL, Word.

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

Work with frequent interruptions; maintain emotional control under stress. Repetitive hand motions; prolonged use of computer. Occasional prolonged and irregular hours.

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

Reviewed by \_\_\_\_\_ Date \_\_\_\_\_

Received by \_\_\_\_\_ Date \_\_\_\_\_

