

**Waco Independent School District
JOB DESCRIPTION**

Job Title: Executive Director for
Communications

Wage/Hour Status: Exempt/At Will

Reports To: Chief of Staff

Pay Grade/Days: 108/226

Dept./School: Administration Building

Date Revised: October 2019

Primary Purpose:

Guide the district's communications strategy and develop campaigns that effectively and professionally communicate the district's message to both internal and external audiences. Serve as the primary point of contact for media both proactively pitching stories and responding to inquiries. Manage the communications department supporting the growth of department staff and making data-driven decisions about the allocation of department resources.

Qualifications:

Education:

Bachelor's degree in education, communications, public relations or a related field
Advanced degree (preferred)

Special Knowledge/Skills:

Exceptional communication skills, including the ability to communicate effectively with diverse audiences across a variety of mediums

Ability to tailor a message for the audience, context and mode of communication

Ability to coach, coordinate and lead teams to achieve assigned goals, including the ability to manage and complete projects with attention to detail and under tight deadlines

Solid understanding of media relations, community engagement and marketing

Understanding of school finance, taxation, elections, the legislative process and education policy (preferred)

Fluency in Spanish (preferred)

Experience:

Minimum of five (5) years of experience in journalism, public relations, communications or related field

Minimum of three (3) years of experience managing employees and a departmental or organizational budget (preferred)

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Experience as an on-the-record spokesperson for an elected official, governmental entity, or non-profit organization (preferred)

Major Responsibilities and Duties:

1. Guide the district's message and communications strategy.
2. Serve as the primary point of contact for the media and an on-the-record spokesperson.
3. Help prepare employees and others representing the District to communicate effectively with families, employees, media and the public.
4. Draft speeches, talking points, op-eds and correspondence for District leaders.
5. Provide leadership and editorial direction for the District's website, social media accounts and educational television cable channel.
6. Coordinate the development and distribution of electronic newsletters to keep internal and external stakeholders informed about developments in the District.
7. Provide leadership and support for department staff overseeing the District's Adopt-A-School Program and the Waco ISD Education Foundation.
8. Coordinate and support the Superintendent's presentations to District and community groups, including the development of slideshows, videos and collateral materials.
9. Assist in the development of proactive crisis management plans for the district and campus leadership.
10. Gather data to regularly evaluate the effectiveness of District communications and reallocate resources, as needed, to more effectively reach and engage key audiences.
11. Oversee school board recognitions of student and staff accomplishments.
12. Assist in the planning and execution of special events, as needed.
13. Represent the District on community committees, as needed.
14. Mentor and develop staff.
15. Keep informed of developing communication trends and techniques, as well as issues involving education.
16. Perform other duties as assigned.

Supervisory Responsibilities:

Administrative Assistant, Director of Communications, Educational Television Producer

Working Conditions:

Mental Demands/Physical Demands/Environmental Factors:

Maintain emotional control under stress, work with frequent interruptions. Some districtwide and statewide travel. Occasional prolonged and irregular hours.

Note: This is not necessarily an exhaustive or all-inclusive list of responsibilities, skills, duties, requirements, efforts, functions or working conditions associated with the job. This job description is not a contract of employment or a promise or guarantee of any specific terms or conditions of employment. The school district may add to, modify or delete any aspect of this job (or the position itself) at any time as it deems advisable.

ACKNOWLEDGMENT

I have received a copy of this job description. I have read and understand the foregoing statements described in the primary purpose, major responsibilities, and working conditions for this position as outlined above.

Employee Signature

Date

Printed Name

Employee ID #

Non Discrimination Statement

The Waco Independent School District is an equal opportunity educational provider and employer does not discriminate on the basis of race, color, natural origin, sex, religion, age, disability, or genetic information in educational programs or activities that it operates or in employment matters. The District is required by Title VI and Title VII of the Civil Rights Act of 1964, as amended, as amended, Title IX of the Education Amendments of 1972, the Age Discrimination Act of 1975, as amended, Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act, as well as Board policy not to discriminate in such a manner.

For information or complaints regarding compliance with the nondiscrimination requirements of Title IX, please email titleixcoordinator@wacoisd.org or contact Waco ISD Assistant Superintendent of Human Resources and/or Waco ISD Coordinator of Student Management at 254-755-9410 and/or Waco ISD Director of Athletics at 254-745-2250. For information or complaints regarding compliance with the nondiscrimination requirements of Title VI and Title VII, as amended, contact Waco ISD Assistant of Human Resources at 254-755-9410. For information or complaints regarding compliance with the

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nondiscrimination requirements of Section 504 or the Rehabilitation Act of 1973, as amended, contact Waco ISD Director of Special Education at 254-755-9431 or P.O. Box 27, Waco, TX 76703.