



## Director of Communications

### Purpose Statement

The purpose of this job is to provide support to WCS Leadership in meeting needs for strategic planning, community involvement, stakeholder engagement, marketing and public relations.

Duties and responsibilities include increasing parental and community involvement by keeping stakeholders informed and engaged using print, broadcast and electronic formats; managing the district's social media outlets; developing, implementing and identifying strategies in communicating; facilitating positive media, publicity and marketing campaigns; supporting the District's community outreach programs and partnerships; promoting a positive district image; and responding to inquiries from the media.

This job reports to the Deputy Director of Schools.

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### Essential Functions

- Work with WCS Leadership to identify communication strategies and develop the creative elements needed to convey messages effectively.
- Communicate with parents, employees, administrators, and outside organizations for the purpose of providing support, enhancing program awareness, and assisting with program implementation and conflict resolution.
- Direct the development and interpretation of program policy and procedures for the purpose of establishing guidelines needed to effectively and efficiently meet district program goals, while adhering to all relevant regulations and guidelines.
- Develop and manage program-related budget(s) to meet program, school site, and district's needs and objectives.
- Oversee the operation and content of the district's various social media outlets including Twitter and Facebook.
- Oversee the operation and content of the district's website.
- Oversee video production for district web site and email newsletter.
- Serve as communications designee and/or provide support in crisis situations when designated.
- Develop communication plans for district programs and initiatives.
- Assist and advise Director of Schools in the production of video messages.
- Generate newspaper and web stories to promote the successes of the school system.
- Lead communications staff in planning, organizing and directing internal and external school, community and staff communication programs for the school system.
- Assist School Board members with presentations for community groups.
- Plan, direct and coordinate the development and distribution of informational material across different types of media.
- Serve as a communications liaison between the media and the district.
- Prepare and distribute news releases, arrange media interviews and conferences and respond to requests for information.
- Serve as district spokesperson.
- Administer the district's phone notification system, when designated, to contact parents with outreach or crisis communications.
- Ensure that communication products effectively deliver message to intended audience.



- Develop and maintain relationships with non-traditional stakeholders (i.e. senior citizens, business and community members) to increase community involvement.
- Plan and implement special events for the district and support community events.
- Supervise Communications staff.

## **Other Functions**

- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

## **Job Requirements: Minimum Qualifications**

### **Skills, Knowledge and Abilities**

- Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- Has general knowledge of the policies, procedures, and activities of the School System as they pertain to the performance of duties relating to the job.
- Has general knowledge of videography, social media and web design as necessary in the completion of daily responsibilities.
- Knows how to develop and administer operations and staff plans and objectives for the expedience and effectiveness of specific duties of the department.
- Knows how to keep abreast of any changes in policy, methods, computer operations, equipment needs, etc. as they pertain to department operations and activities.
- Is able to effectively communicate and interact with supervisors, members of the general public and all other groups involved in the activities of the department.
- Is able to assemble information and make written reports and documents in a concise, clear and effective manner.
- Has good organizational, human relations and technical skills.
- Is able to use independent judgment and work with little direct supervision when necessary.
- Has the ability to comprehend, interpret, and apply regulations, procedures and related information.
- Excellent verbal, written and interpersonal communication skills.
- Proficiency with current technology for performance of duties; including graphics design, presentations, and publication/print software.
- Excellent analytical and critical thinking and judgement skills.

## **Responsibility**

Responsibilities include: working under limited supervision using standardized practices and/or methods; directing other persons within a small work unit; and tracking budget expenditures. Utilization of some resources from other work units is often required to perform the job's functions. There is a continual opportunity to have some impact on the organization's services.

## **Working Environment**

The usual and customary methods of performing the job's functions require the following physical demands: occasional lifting, carrying, pushing, and/or pulling; some climbing and balancing; frequent stooping, kneeling, crouching, and/or crawling; and significant fine finger dexterity. Generally, the job requires 30% sitting, 20% walking, and 50% standing. The job is performed under conditions with some exposure to risk of injury and/or illness and in a clean atmosphere.



# Williamson County Schools

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**EXPERIENCE:**

Five years of related experience in public relations and/or media work. Previous experience working with Public Schools is preferable.

**EDUCATION:**

Bachelor's degree from an accredited college or university with a degree in public relations, journalism, graphic art & design, communications or related field.

**EQUIVALENCY:**

None specified.

**REQUIRED TESTING:**

None Specified

**CERTIFICATES & LICENSES:**

None Specified

**FLSA STATUS:**

Exempt

**CONTINUING EDUCATION/TRAINING:**

None Specified

**CLERANCES:**

Criminal Justice Fingerprint/Background Clearance

**SALARY GRADE:**

Classified