

Director of Communications and Special Projects

PRIMARY PURPOSE

Promote positive communications with employees, media, community and Board regarding issues that impact the district. Support the district with strong written, public relations and media relations skills, event planning skills and strategies for identifying, capturing and sharing the stories of BISD. Prepare and provide information to the public about the mission, goals, policies and activities of the district. Serve as primary media contact for the district and assist the Superintendent with the oversight of special programs and projects.

QUALIFICATIONS

Education

Bachelor's degree required. English, journalism, communications, or education-related discipline preferred.

Experience

- Five or more years working experience in public relations or education
- Two or more years of website/social media management experience preferred

Knowledge, Skills and Abilities

- Enthusiasm and interpersonal skills to relate well with students, staff, administration, Board of Directors, parents, and the community
- Outgoing, proactive personality and polished, professional image
- Excellent verbal and written communication skills
- Ability to collaborate across departments and campuses
- Excellent organizational skills and the ability to motivate others
- Ability to plan, prioritize and coordinate multiple projects and meet quick deadlines
- Ability to take a project from concept to completion with minimal supervision or direction
- Ability to design and prepare brochures, newsletters, presentations and press releases
- Proficient skills in social media applications and web design
- Working knowledge of HTML and CSS
- Demonstrated creativity in producing videos and multimedia projects
- Proficient skills in basic graphic design and desktop publishing

MAJOR RESPONSIBILITIES

- Develop and execute a comprehensive district-wide public relations plan to communicate with both internal and external audiences.
- Promote family and community involvement by establishing and maintaining relationships with community partners.
- Develop and manage district community engagement programs.
- Present at workshops and meetings as needed.

- Participate in the planning and coordination of district programs such as Texas Public Schools Week, Staff Appreciation Week, Employee Recognition Banquet and other events and special projects.
- Develop and distribute public information materials and media releases pertaining to school information and programs using various methods including social media.
- Assist with photography of district students, personnel, and activities for publication.
- Design and produce district print publications such as informational brochures, newsletters, postcards, flyers and invitations.
- Maintain district website to keep the public informed of educational news, events and modern instructional practices in the district.
- Maintain and support district social media accounts, including Twitter, Facebook Google+ and YouTube.
- Maintain and support School Messenger emergency broadcast system and mobile app.
- Monitor campus and district Google calendars for current, accurate information.
- Coordinate interviews and compose special interest stories to be used in district publications, including district blog, electronic newsletter, and promotional videos.
- Develop and distribute bi-monthly district electronic newsletter to be distributed to both internal and external audiences.
- Proactively seek new ways to recognize students, staff and volunteers.
- Coordinate media interviews to ensure that the media is accurately informed of district activities.
- Visit school sites regularly to monitor effectiveness of communication and public relations efforts and maintain positive relations with campus administration and staff.
- Attend all Board meetings and make presentations as required.
- Maintain positive relations with all stakeholders for the purpose of unifying efforts.
- Remain current and knowledgeable of trends in the fields of communication and education.
- Administer the communications budget and ensure that programs are cost effective and that funds are managed prudently.
- Compile budgets and cost estimates based on documented program needs.