

## JOB DESCRIPTION

### **JOB TITLE:**

Director of Communications/Executive Director of Education Foundation

### **REPORTS TO:**

Superintendent

### **Director of Communications**

#### **Primary Purpose:**

Create and lead communications strategies to promote positive public relations between the school district and community. Work with a variety of stakeholders to set the tone for messaging that promotes the district's values and objectives. Develop strategic relations with media outlets, local businesses, and community partners to enhance those relationships and to support marketing opportunities. Prepare and provide information to the public about the activities, goals, and policies of the school district.

#### **Qualifications:**

##### Education/Certification:

- Bachelor's degree in English, journalism, communications, or related field
- Special Knowledge/Skills:
- Excellent public relations, organizational, communication, and interpersonal skills
- Strong personal team-building and team-working qualities
- Ability to speak effectively before groups of employees, parents, or the public
- Ability to communicate effectively in both written and oral forms with all levels of management, both internal and external to the district
- Thorough knowledge of media relations and public relations functions
- Ability to use various software as well as web and cloud-based technologies for creatively communicating district and campus information

#### **Experience:**

- Minimum of 2 years journalism, communications, and/or marketing experience
- School district, campus, or educational work experience preferred

## **Major Responsibilities and Duties:**

### Public and Community Relations:

- Establish and drive a multi-channel communications strategy as the information liaison between the school district and the community.
- Serve as district spokesperson and coordinate media coverage including preparing press releases and publishing articles and photos in local media and other publications.
- Project a positive image to the public on behalf of the students, staff, and leadership of the district.
- Work with leaders across the organization to identify, define, and produce messaging based upon the needs of each campus and the entire organization.
- Ensure that public information activities contribute to the attainment of district goals and objectives.
- Design, prepare, and edit district publications including newsletters, recruitment brochures, programs for special events, and other publications.
- Serve as district representative on community committees as required. Demonstrate awareness of district-community needs and initiate activities to meet those needs including speaking at civic organization meetings and making presentations.

### Other:

- Serve as the Executive Director of the Education Foundation.
- Serve as a liaison between the district and the Education Foundation.
- Support and enhance a cohesive communications/public relations strategy with the district and Education Foundation.
- Develop training options and/or improvement plans to ensure exemplary operation of the communications
- Answer incoming calls and respond to routine inquiries from public, media, board of trustees, and staff as directed.
- Follow district safety protocols and emergency procedures.

### Supervisory Responsibilities:

None currently.

Mental Demands/Physical Demands/Environmental Factors:

- Tools/Equipment Used: Standard office equipment including personal computer and peripherals; camera; video camera
- Posture: Prolonged sitting; occasional bending/stooping, pushing/pulling, and twisting
- Motion: Repetitive hand motions including frequent keyboarding and use of mouse; occasional reaching
- Lifting: Occasional light lifting and carrying (less than 15 pounds)
- Environment: May work prolonged or irregular hours; frequent districtwide and statewide travel
- Mental Demands: Work with frequent interruptions; maintain emotional control under stress

**Executive Director of LISD Education Foundation**

**Primary Purpose:** The Executive Director of the Lindale ISD Education Foundation is responsible for the planning, direction, development, administration, supervision and implementation of a comprehensive internal and external development program that will complement and provide financial assistance toward the funding of the Lindale Educational Foundation.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

**1. Fundraising**

Assists with the development, coordination and operation of a fundraising program to include the following components:

- Annual Fund
- Individual/Major Gifts
- Foundation/Corporate Gifts and Grants
- Estate Gifts
- Special Events
- Memorials and Honorariums
- Capital Campaigns

**2. Marketing and Communications**

Promotes collaborative efforts between the Lindale School District and the Lindale Educational Foundation.

Plans, directs, supervises or creates the preparation and production of all publications and the preparation of A/V PowerPoint presentations.

Provides advice and counsel to volunteers and committees regarding communications, operations and development.

Serves as an official representative and spokesperson for the Foundation.

Plans, directs and supervises the implementation of the Foundation's internal and external public relations programs.

Works with the media to cover Foundation events and activities.

Maintains membership and represents the Foundation in appropriate professional groups, organizations, associations and community services clubs.

### **3. Alumni Relations**

Assists with community efforts to establish and maintain Alumni relations.

Attends all meetings necessary to promote the goals of the Foundation.

### **4. Administration**

Manages the Foundation by performing the following duties:

- Maintains files, records and mailing lists of the Foundation that includes current records of the Foundation business, such as invoices, payments, endowments, grants, scholarships, etc.
- Creates, presents and disseminates the Annual Report to the Board of Directors, Board of Education and other interested stakeholders.
- Prepares Foundation agenda packet for monthly meetings, including a list of contributions made since the previous board meeting.
- Works with Foundation's recording secretary to disseminate minutes from meetings.
- Creates and edits both written and electronic correspondence for the Foundation.
- Maintains and updates the mailing list database.
- Procures and maintains all equipment needed by the Foundation.
- Manages Foundation's telephone inquiries.
- Disseminates mail to appropriate Foundation Directors.
- Schedules facilities and provides arrangements for Foundation monthly board meetings and sub-committee meetings.

- Publishes and updates Policies and Procedures for the Foundation, in cooperation with the Board of Directors.
- Recommends and administers policies as set by the Board of Directors.
- Maintains donor information, history of giving and reports on giving trends.
- Coordinates with the board treasurer, the timely preparation of financial statements.
- Assists auditors in preparation of annual audit.
- Supervises, directs and/or performs the clerical details associated with the operation of the Foundation.
- Regular and dependable attendance.

### **5. Other Duties**

Serves as administrative representative in the development of sub-groups under the Foundation's organizational structure and directs all related programs.

Performs other responsibilities as assigned by the Foundation's Board of Directors.

**QUALIFICATION REQUIREMENTS:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**MATHEMATICAL SKILLS:** Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent, and to draw and interpret bar graphs.

**OTHER SKILLS and ABILITIES:** Ability to operate a computer and related software, such as Microsoft Excel, Word, Publisher, PowerPoint, Outlook and Access. Ability to develop effective working relationships with staff and the school community. Ability to communicate clearly and concisely, both orally and in writing. Ability to perform duties with awareness of all district requirements and Board of Education policies.