Job Title: Executive Director of Communications and Public Relations  
Exemption Status/Test: Exempt/Administrative

Reports to: Chief Officer of Human Resources  
Date Revised: February 2018

Dept./School: Division of Communications and Public Relations

Primary Purpose:
Effectively and continuously promote the district, share good news about student, staff and district achievements, and provide timely and effective information to educate and empower families, staff and the community. Enhance the reputation of the school district with all stakeholders and the media.

Qualifications:

Education/Certification:
Bachelor’s Degree in English, Journalism, Communications, Education or related field
Valid Texas Administrator’s certificate
Master’s Degree

Experience:
Minimum of five (5) years journalism, communications, and/or education experience

Special Knowledge/Skills:
Excellent public relations, organizational, communication, managerial and interpersonal skills
Ability to speak effectively before groups of employees, parents, media, and the public
Ability to communicate effectively and professionally in writing and speaking
Thorough knowledge of media public relations functions
Leadership experience
Understanding of crisis communications

Major Responsibilities and Duties:

Public and Community Relations

1. Serve as district spokesperson with media.
2. Ensure that public information activities contribute to and are aligned with district goals and objectives.
3. Supervise the design, preparation, and editing of district publications including print, website, video and social media.
4. Supervise crisis communication in conjunction with district security.
5. Supervise the departments of communications, education foundation, web services, GRS-TV, printing services, Harris Hill building and reception.

Policies, Reports, and Law

6. Comply with policies established by federal and state law, State Board of Education rule, and local board policy.
7. Compile, maintain, and file all reports, records and other documents as required.

Budget

8. Develop and administer the department budget based on documented needs and ensure that operations are cost effective and funds are managed wisely.

Personnel Management

9. Select, train, supervise, and evaluate staff and make recommendations relative to assignment, retention, discipline, and dismissal.
10. Develop training options and/or improvement plans to ensure exemplary operation of the communications function.

Supervisory Responsibilities

Supervise, evaluate, and recommend the hiring of the Director of Communications, President of the Garland Education Foundation, Coordinator of Web Services, Coordinator of GRS-TV, Coordinator of Printing Services, Harris Hill front lobby receptionists and Harris Hill Facilities Manager.

Mental Demands/Physical Demands/Environmental Factors

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

This document describes the general purpose and responsibilities assigned to this job and is not an exhaustive list of all responsible and duties that may be assigned or skills that may be required.