



Flour Bluff Independent School District Job Description

JOB TITLE: Executive Director of Communication & Community Relations

WAGE/HOUR STATUS: Exempt

NUMBER OF DAYS: 227

REPORTS TO: Superintendent

DATE REVISED: 12/06

PRIMARY PURPOSE:

- The primary purpose of the Exec. Dir. Communications/Community Relations is to coordinate Public Information, Publications and Print Shop services; and, 2) prepare, print, and provide information to the public about the activities, goals, and policies of the school district. Other purposes are to distribute pertinent information about the district and its activities; and provide print services to campus departments and school-related organizations.

QUALIFICATIONS:

- College degree or experience in field
- Certification as per Texas Education Agency
- Strong organizational, communication, and interpersonal skills
- Knowledge of media operations and public relations functions
- Effective computer skills essential

MAJOR RESPONSIBILITIES AND DUTIES:

1. Maintain and disseminate all district wide print and electronic communications. (example: Web page, Hive keeper, Communique, etc.)
2. Print district wide manuals such as Student Discipline manuals, Employee manuals, Campus manuals, etc.
3. Establish, communicate and implement a district wide fee schedule for printing services.

4. Be the district's liaison in purchasing and maintaining copy machines and overseeing copy machine bids and supply purchases.
5. Provide billing services for copy machines and print shop services district-wide.
6. Schedule, coordinate and maintain a district-wide calendar of events.
7. Maintain and post district-wide events on the district's marquee
8. Adhere to proper channels when communicating ideas, problems, etc.
9. Ensure that public information operations are supportive of the instructional goals of the district.
10. Promote a positive working environment.
11. Employ effective interpersonal skills.
12. Assess and respond to needs related to job responsibilities.
13. Design, implement and publicize feasible and innovative projects for the district.
14. Take the initiative to develop needed professional skills appropriate to job assignments.
15. Assist the superintendent in developing and publicizing reports related to the performance of the district and articulation of district goals and objectives: publications, brochures, and software presentations as requested.
16. Assist school personnel in preparing and/or printing publications for special performances, exhibitions, displays, or programs sponsored by the schools.
17. Prepare, edit, print publications such as the monthly staff newsletter, calendar, district newspaper, recruitment brochures, and other publications.
18. Exhibit punctuality and dependability in performing assigned duties.
19. Administer and manage fiscal funds for the Publications/Public Information budget and submit requests for budgetary items according to district guidelines and procedures.
20. Assist in planning and implementing Employee Recognition Programs.
21. Perform other job-related duties as assigned by the supervisor.

Mental Demands/Physical Demands/Environmental Factors:

Tools/Equipment Used:

Standard office equipment including personal computer and peripherals

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 or irregular hours

Mental Demands:

Work with frequent interruptions; maintain emotional control under stress

The above statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list.