



Flour Bluff Independent School District Job Description

JOB TITLE: Director of Communications and Community Engagement

WAGE/HOUR STATUS: Exempt

NUMBER OF DAYS: 227

REPORTS TO: Deputy Superintendent

DATE REVISED: 01/2026

Primary Purpose:

- Promote positive public relations between the school district and community. Establish and provide information to the public about the activities, goals, community partnerships, student opportunity initiatives, 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.
- 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 software to develop spreadsheets, perform data analysis, and do word processing.

Experience:

- Minimum 3 years journalism or communications experience.

Major Responsibilities and Duties:

Public and Community Relations

1. Serve 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.
2. Assist the Superintendent in developing and publicizing reports related to the state of the district including performance, district goals, and objectives.
3. Ensure that public information activities contribute to the attainment of district goals and objectives.
4. Design, prepare, and edit district publications including newsletters, recruitment brochures, programs for special events, and other publications.
5. 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 make presentations.
6. Ensure communication alignment across all district platforms and audiences.

Policies, Reports, and Law

1. Develop and implement Flour Bluff ISD branding policies.
2. Develop and publicize reports related to the performance of the district and articulate district goals and objectives.
3. Comply with policies established by federal and state law, State Board of Education rule, and local board policy.
4. Compile, maintain, and file all reports, records, and other documents as required.
5. Follow district safety protocols and emergency procedures.

Budget

1. Develop and administer the department budget based on documented needs and ensure that operations are cost effective, and funds are managed wisely.
2. Establish, communicate, and implement a district wide fee schedule for printing services.
3. District liaison in purchasing, billing, and maintaining copy machines and print shop services district wide.

Personnel Management

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

Supervisory Responsibilities:

- Supervise, evaluate, and recommend the hiring and firing of the communications department.

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.

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