

Position: Director of Communications

Job Classification: Administrative

Reports To: Superintendent

The Director of Communications develops and provides oversight for comprehensive communication and community engagement programs to further the goals of the MAISD and its constituent districts. Writing, publishing, and marketing for both internal and external audiences are key activities of the position, as well as consultation with local districts to assist them with their own marketing and communications.

Qualifications: The Director of Communications demonstrates skills and experience in the development and conduct of information/media campaigns; professional development; surveys and polls; and in working directly with the public media. The Director must possess a Bachelor's degree or better and three years or more of successful leadership experience with an emphasis in journalism, communications, education or a related field.

ESSENTIAL JOB FUNCTIONS:

1. Establishes, drives, and tracks engagement across a multi-channel communication strategy that relates a positive image for the MAISD strategic plan, MAISD programs, and public education.
2. Works closely with others to monitor, forecast, and analyze trends in the larger community related to public information which has the potential to impact the MAISD and/or local districts, in order to recommend a course of action based on data, and evaluate results of those actions.
3. Provides support to MAISD departments and programs for communications, publications and marketing efforts.
4. Manages relations and develops contacts with media members, and formulates strategies to work with the media on appropriate issues.
5. Leads and supports crisis communication strategies and activities for the MAISD and local districts.
6. Leads and supervises the creation of digital, video, audio, and print content; includes the assignment of duties and allocation of resources for their accomplishment.
7. Responsible for planning, maintaining, and utilization of the MAISD website as well as district social media channels.
8. Directs MAISD communication activities, informational campaigns related to elections, and other events where public support and/or involvement is required.
9. Works with the MAISD Board and Superintendent to distribute key communications and coordinates interactions with local district Boards.
10. Create and manage a budget for the communications department.
11. Leads and supervises the work and activities of the communications department, defines tasks to be accomplished and sets expectations for standards of performance.
12. Stays abreast of professional practices in the field through participation in appropriate professional organizations.
13. Performs such other tasks and assumes other responsibilities as may be assigned.

Annual Salary = \$110,403

Expense Account = \$0

Reimbursed Expenses = \$0

Supplemental Compensation = \$1,750