



Assistant Director of Communications - Content

Job Overview

The purpose of this job is to provide support to the Executive Director of Communications in meeting the school system's needs for strategic planning, content material, marketing and public relations.

Duties and responsibilities include keeping stakeholders informed and engaged using print, broadcast and electronic formats; managing the district's social media outlets; developing, implementing and identifying strategies in communicating; facilitating positive media, publicity and marketing campaigns; supporting the District's community outreach programs and partnerships; promoting a positive district image; and responding to inquiries from the media.

This job reports to the Executive Director of Communications.

Essential Functions

- Work with Executive Director of Communications to identify communication strategies and develop the creative elements needed to convey messages effectively.
- Oversee the operation and content of the district's various social media outlets including Twitter, Facebook and Instagram.
- Serve as an editor/writer for the school district's website, newsletters, news releases and other publications.
- Manage and coordinate video production for the district website site and email newsletter.
- Serve as communications designee and/or provide support in crisis situations when designated.
- Develop communication plans as assigned for district programs and initiatives.
- Generate newspaper and web stories to promote the successes of the school system.
- Work with the Executive Director of Communications in planning, organizing and directing internal and external school, community and staff communication programs for the school system.
- Plan, direct and coordinate the development and distribution of informational material across different types of media.
- Assist in writing draft messages for administrators and review proposed messages with the Executive Director of Communications.
- When designated, serve as a communications liaison between the media and the district.
- Prepare and distribute news releases, arrange media interviews and conferences and respond to requests for information.
- Serve as communications spokesperson as needed.
- Administer the District's phone notification system, when designated, to contact parents with outreach or crisis communications.
- Ensure that communication products effectively deliver messages to intended audience.
- Develop and maintain relationships with non-traditional stakeholders (i.e. senior citizens, business and community members) to increase community involvement.



- Conducts photo shoots in order to attain the proper visual product. Photographs and records district programs and events for publications and programs.
- Plan and implement special events for the district and support community events.
- Supervise Digital Content Producer.
- Supervise Communication Department interns.

Other Functions

Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

- Has general knowledge of the policies, procedures, and activities of the School System as they pertain to the performance of duties relating to the job of Assistant Director of Content.
- Has general knowledge of videography, social media and web design as necessary in the completion of daily responsibilities.
- Knows how to develop and administer operations and staff plans and objectives for the expedience and effectiveness of specific duties of the department.
- Knows how to keep abreast of any changes in policy, methods, computer operations, equipment needs, etc. as they pertain to department operations and activities.
- Can effectively communicate and interact with supervisors, members of the general public and all other groups involved in the activities of the department.
- Can assemble information and make written reports and documents in a concise, clear and effective manner.
- Has good organizational, human relations and technical skills.
- Can use independent judgment and work with little direct supervision when necessary.
- Has the ability to comprehend, interpret, and apply regulations, procedures and related information.
- Excellent verbal, written and interpersonal communication skills.
- Proficiency with current technology for performance of duties; including graphics design, presentations, and publication/print software.
- Excellent analytical and critical thinking and judgement skills.

Working Environment

The usual and customary methods of performing the job's functions require the following physical demands: occasional lifting, carrying, pushing, and/or pulling; some climbing and balancing; frequent stooping, kneeling, crouching, and/or crawling; and significant fine finger dexterity. Generally, the job requires 30% sitting, 20% walking, and 50% standing. The job is performed under conditions with some exposure to risk of injury and/or illness and in a clean atmosphere.



Qualifications

Minimum experience: Five years of related experience in public relations and/or media work. Previous experience working with Public Schools is preferable

Minimum education: Bachelor’s degree from an accredited college or university with a degree in public relations, journalism, graphic art & design, communications or related field.

Required Testing:

None Specified

Required Certificates and/or Licenses:

None Specified

FLSA Status:

Exempt

Continuing Education/Training:

None Specified

Clearances:

Criminal Justice Fingerprint/Background Clearance

Employee Type:

Classified

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