



EMPLOYEE NAME: _____

Revision Dates: 2/26

JOB DESCRIPTION

POSITION TITLE: Executive Director of Communications	JOB CODE: 601A
DIVISION: Strategy and Accountability	Salary Schedule: Professional Supervisory Support
DEPARTMENT: Communications	WORKDAYS: 238
REPORTS TO: Chief Strategy & Accountability Officer	PAY GRADE: NKX1
FLSA: Exempt	PAY FREQUENCY: Monthly
PRIMARY FUNCTION: Leads the vision, strategy, and execution of the district's comprehensive communications program. Oversees and integrates the work of specialized communications teams to support the district's mission, promote its priorities, and ensure clear, consistent communication with all stakeholders. Serves as the district's top communications advisor, leading all external and internal messaging, including high-profile and crisis communications. Ensures consistent, impactful, and accurate communication with students, families, staff, and the broader community.	
REVISION DATE(S): 2/26	

REQUIREMENTS:

1.	Educational Level: Master's degree in communications, Public Relations, Journalism, Education or related field required.
2.	Certification/License Required: None
3.	Experience: Minimum of 10 years of progressive communications leadership experience, preferably in education, government, or similarly complex organizations. Experience must include oversight of multiple communications disciplines and proven success in crisis communications, media relations, and strategic content development.
4.	Physical Activities: Routine physical activities required to fulfill job responsibilities.
5.	Knowledge, Skills, & Abilities: Excellent written and oral communication skills; proven ability to lead and unify diverse communications teams to achieve shared goals; ability to develop and implement communication strategies across digital and traditional platforms, including providing rapid responses and support during crises; experience collaborating effectively with executive leaders, school staff, and community stakeholders; understanding of public education communications needs; and ability to work under pressure while handling confidential matters with discretion and professionalism.

The Board of Education and the Superintendent may accept alternatives to some of the above requirements.

ESSENTIAL DUTIES:

1.	Demonstrates prompt and regular attendance.
2.	Develops and leads the district's overall communications strategy in alignment with the district's mission and strategic goals.
3.	Oversees the work of cross-functional communications teams specializing in areas such as public relations, content creation, media production, marketing, and digital communications to ensure strategic alignment and consistent messaging.

4.	Leads crisis and emergency communications planning and response in collaboration with district leadership and safety teams.
5.	Leads the development and implementation of public messaging across all platforms, ensuring consistency, accuracy, and engagement.
6.	Develops proactive strategies to communicate district achievements, initiatives, and updates with all stakeholders.
7.	Oversees communications budget, vendor relationships, and performance metrics to ensure efficiency and effectiveness.
8.	Provides strategic leadership and direction in collaboration with district leadership, departments, and schools to align communications efforts with major initiatives and organizational priorities.
9.	Provides guidance and counsel to staff on media relations and communications strategies, recommending appropriate actions and programs when needed.
10.	Performs other duties as assigned by appropriate administrator.

Signature of Employee _____ Date _____

Signature of Supervisor _____ Date _____