Job Description

Director II, News and Information (226 Days) - (RTP20210804-032)

Description

- Chief spokesman, writer and editor of news releases, public service announcements, opinion pieces, scripts, fact sheets, communication plans, district statements, and special pieces for the superintendent including remarks, community and employee letters, and editorials
- Respond to media requests (local and national); and arrange media interviews and coverage of district programs, events and activities
- Handle media at district-wide events, crises and campus emergencies
- Coordinate and manage district’s media relations and publicity (English and Spanish) through various forms of media: news conferences, community forums, public and town hall meetings, communication plans, public information, promotional campaigns, interview requests, distribution of district information and messages, response to crises, board meetings, briefings, social media, etc
- Work with Publications staff to produce newsletters, brochures, flyers, presentations and fact sheets
- Work with Web Design staff to develop, design, launch and maintain updated Web site
- Oversee team goals, mission and Balance Scorecard assessment; evaluate team members’ performance
- Develop and manage general operating budget
- Provide media training to administrators/school leadership
- Manage the distribution of projects, writing assignments and committee assignments
• Offer support to departments in the promotion of events and awareness campaigns such as Magnet Fair, teacher recruitment in Texas and abroad, back-to-school safety
• Serve as Communication Services representative on the District Emergency and Crisis Team
• Work with Student Support Services to address staff/student issues that might trigger media attention; collaborate to provide information to staff/community in a timely manner
• Develop and maintain tracking system to monitor news coverage
• Perform all other duties as assigned.

Qualifications

• Bachelor's degree required from an accredited university
• Must have experience working with a diverse media
• Must have experience as a writer or communications specialist
• Demonstrated ability to communicate to the community and the public at large
• Documented experience in working with top level administrators, and handling information of a confidential or sensitive nature
• Demonstrated ability to work well others in deadline situations and handle stressful situations
• Demonstrated problem solving/investigate skills as required to research inquiries
• Must represent the school district with a high degree of integrity and reflect the district's core values of trustworthiness, responsibility, respect, fairness, caring and citizenship.
• Experience/understanding of issues facing public education.

Work Locations
9400 N CENTRAL EXPRESSWAY ROOM 910
Dallas 75231
Job Director II-News And Info
Schedule Full-time
Minimum Salary 94,819.00
Median Salary: 115634.00
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