Position Title: Deputy Chief of Communications

Contract Length: 12M

Date: 63/7/24

Date of Last Revision: N/A

Job Code: 30014298

Pay Range: $200,000 - $235,000

FLSA Exemption Status: E

Job Family – Communications

Job Summary

Reporting to the chief communications officer, the deputy chief of communications is responsible for: (1) managing the press office; (2) overseeing the development of certain time-sensitive communications disseminated via e-blasts or the District’s automated call system; (3) providing fiscal oversight and coordination/facilitation for the department; and (4) ensuring compliance with the District’s action plan and appraisal system.

Major Duties & Responsibilities

1. Monitor news coverage of HISD and the broader education landscape in Houston, Texas, and the nation
2. Track press inquiries and ensure that HISD processes inquiries in a timely manner
3. Oversee team members responsible for researching answers to reporters’ questions and coordinating interviews
4. Draft and edit press releases, statements, and other content
5. Issue press releases and advisories, coordinate press conferences and media availabilities
6. Ensure that appropriate consent forms are obtained when HISD coordinates opportunities for media to photograph or record students
7. Serve as a spokesperson for HISD
8. Manage media relations at a variety of District locations and functions
9. Represent the District and the Communications Department in meetings with internal and external stakeholders
10. Oversee the Communications Department’s work with schools and Central Office departments to share information in a timely manner with families and staff via e-blasts, automated phone calls, and other distribution channels
11. Prepare and monitor the Communications Department budget.
12. Oversee the performance review process for the Communications Department
13. Maintain an archive of emergency communications templates and plans
14. Implement an effective and efficient operations process for the Press Office
EDUCATION  
A Bachelor’s degree from an accredited college.  
Master’s degree in Communications or related field preferred

WORK EXPERIENCE  
Significant supervisory experience (10 years), preferably in a large, urban school district.

TYPE OF SKILL AND/OR REQUIRED LICENSING/CERTIFICATION  
Fluency in all Microsoft Office applications (Word, Excel, Outlook, PowerPoint).

LEADERSHIP RESPONSIBILITIES  
Oversees the strategic planning, execution, and continuous oversight of vital communication initiatives across various domains, ensuring their effectiveness, efficiency, and alignment with organizational goals. Sets clear operational targets and responsibilities across diverse communication functions, potentially spanning multiple departments. Makes informed decisions, even in uncertain circumstances, by evaluating input from various sources and implementing innovative approaches. Works closely with senior management to craft comprehensive communication strategies and overarching departmental goals. Establishes robust methodologies, tools, and performance metrics to guide projects, programs, and personnel towards the attainment of strategic objectives.

WORK COMPLEXITY/INDEPENDENT JUDGMENT  
Work is non-standardized and widely varied, involving many complex and significant variables including significant time spent planning, evaluating complex solutions and issues, and negotiating outcomes. Strong analytic ability and inductive thinking are frequently required to devise new approaches to situations where previously accepted solutions have proven inadequate. Position regularly makes recommendations to management on areas of significance to the division. Supervision received typically consists of providing periodic coaching, advice and feedback.

BUDGET AUTHORITY  
Participates in a group plan and/or budget development.

PROBLEM SOLVING  
Decisions are made with greater freedom and discretion, including recommendations that are subject to approval on matters that may affect multiple departments across HISD. Job is frequently expected to recommend new solutions to problems, to improve existing methods/procedures/services and generate new ideas. May also review decisions made by other individuals on more routine matters.

IMPACT OF DECISIONS  
Decisions have considerable impact to multiple divisions or the district causing risks or improvements to relationships, significant efficiencies or delays in operations, and/or significant financial gains or expenses. Errors are serious and difficult to discover, normally involve decisions not subject to detailed review and will result in excessive costs and/or significant project delays.

COMMUNICATION/INTERACTIONS  
Negotiate and influence - interprets department strategies and services, resolves conflicts, influences outcomes on matters of significance for the division, conducts final negotiations and coordinates approvals/decision making below the executive level. Interactions are typically with customers and Top Management.

CUSTOMER RELATIONSHIPS  
Leads others in the resolution of highly sensitive and confidential issues on behalf of the department. Acts as a trusted advisor, and becomes involved in the customer's decision making process including presenting alternatives and information and applying persuasion and negotiation skills in the resolution of problems. Monitors customer service standards.

WORKING/ENVIRONMENTAL CONDITIONS
Work is normally performed in a typical interior work environment which does not subject the employee to any hazardous or unpleasant elements.
Ability to carry and/or lift less than 45 pounds.