



Job Title: Communications Officer **Exemption Status:** Exempt
Reports to: Superintendent **Code:**
Dept./School: Administration Office

Primary Purpose:

Promote leadership in development, implementation, and coordination of a comprehensive program of communications for the district. Provide positive public relations between the school district and community. Prepare and provide information to the public about the activities, goals, and policies of the school district. Distribute pertinent information about the district and its activities to employees.

Qualifications:

Education/Certification:

Bachelor's degree in English, journalism, communications, education, or related field

Special Knowledge/Skills:

Knowledge of school district marketing

Strong organizational, communications, and interpersonal skills

Demonstrated skills in writing, editing, and public speaking

Thorough knowledge of media relations and general communications best practices

Ability to interpret policy, procedures, and data

Ability to use personal computer to design and produce district publications

Experience:

Three years school communications, marketing, or educational administration experience required

Major Responsibilities and Duties:

Communications and Media Relations

1. Assist in the direction and management of the district's public information activities.
2. Assist the Superintendent as the information liaison between the school system and the community.
3. Assist the Superintendent with media relations.
4. Attend school board meetings, as well as local events, as a representative of MISD.
5. Assist schools and departments in promotional and informational activities.
6. Prepare press releases and publish articles and photos in local media and other publications.
7. Help school personnel publicize and promote any performances, exhibitions, displays, or special programs for special events and other publications.

8. Design, prepare, and edit district publications including newsletters, recruitment brochures, programs for special events, and other publications.
9. Ensure that public information activities contribute to the attainment of district goals, objectives, and priorities.
10. Keep informed of developing communication trends and techniques.
11. Demonstrate awareness of district-community needs and initiate activities to meet those needs.
12. Carry forward PR strategies for promoting MISD programs through a variety of communication tools.
13. Take photographs for district publications, presentations, and displays. Record meetings or programs (both video and audio) throughout the district.
14. Design and maintain district website.

Policies, Reports, and Law

15. Comply with policies established by federal and state law, State Board of Education rule, and local board policy.
16. Assist with design, complete, compile, and distribute parent satisfaction survey.
17. Facilitate, compile, and comply with Freedom of Information Act requests. Maintain and file all reports, records, and other documents as required.

Social Media

18. Assist with social media pages (Facebook, X, Instagram, etc.) and deliver relevant content to the sites on a daily basis.
19. Assist with monitoring and responding to users to increase engagement while maintaining the MISD brand.
20. Assist with monitoring trends in social media tools, applications, design, and strategy to implement best strategies.
21. Compile reports as needed showing results and page analytics.
22. Maintain up to date digital sign communications.

Other

23. Follow district safety protocols and emergency procedures.
24. Complete other duties as assigned.

Mental Demands/Physical Demands/Environmental Factors:

Tools/Equipment Used: Standard office equipment including personal computer and peripherals; camera; video camera

Posture: Prolonged sitting; occasional bending/stooping, pushing/pulling, and twisting

Motion: Repetitive hand motions including frequent keyboarding and use of mouse; occasional reaching

Lifting: Occasional light lifting and carrying (less than 15 pounds)

Environment: May work prolonged or irregular hours; frequent districtwide and statewide travel

Mental Demands: Work with frequent interruptions; maintain emotional control under stress

This document describes the general purpose and responsibilities assigned to this job and is not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.