

The Assistant Director of Communications works closely with the Executive Director of Communications and Engagement to develop and coordinate strategic communications for digital media, district publications, news media, and both internal and external stakeholder communications. The Assistant Director is the primary custodian of district public records and works closely with the District's legal counsel to ensure statutory compliance. This position serves as backup to the Executive Director on the Kyrene Emergency Management Team and in all areas of crisis communications. The Assistant Director collaborates with school and department leaders and provides direct communications support for the office of the Superintendent.

Chain of Command:

The Assistant Director of Communications reports to the Executive Director of Communications and Engagement.

Competencies of the Assistant Director of Communications:

- **Accountability:** Holds self and others accountable for measurable high-quality, timely, and cost-effective results. Determines objectives, sets priorities, and delegates work. Accepts responsibility for mistakes.
- **Communication:** Communicates with exceptional skill to a wide range of audiences in diverse situations through a variety of media. Strong grasp of AP style and impeccable grammar.
- **Developing Others:** Develops the ability of others to perform and contribute to the organization by providing ongoing feedback and by providing opportunities to learn and increase capabilities.
- **Innovation:** Develops new insights into situations; questions conventional approaches; encourages new ideas and innovations; designs and implements new or cutting-edge programs/processes.
- **Problem Solving:** Identifies and analyzes problems; weighs relevance and accuracy of information; generates and evaluates alternative solutions; makes recommendations.
- **Resilience:** Deals effectively with pressure; remains optimistic and persistent, even under adversity. Recovers quickly from setbacks.
- **Results Oriented:** Drives towards achievement of challenging goals, through a disciplined approach to work, using risk analysis, aligning strategy and mission, and regularly reviewing key measures of results.
- **Vision:** Takes a long-term view and builds a shared vision with others; acts as a catalyst for organization change. Influences others to translate vision into action

Essential Duties

- Develop annual communications, public relations and media management strategies, in collaboration with the Executive Director.
- Lead district storytelling through the development and dissemination of content for media, publications and executive communications. Collaborate with Marketing lead to identify and elevate content into cohesive narratives that support district priorities and enhance public engagement.
- Responsible for development, coordination, execution and oversight of special projects, as assigned by the Executive Director of Communications & Marketing.
- Draft and distribute media releases, newsletters, website content and other strategic messaging
- Oversee public records administration, consistent with Kyrene policy and regulation, in partnership with

District Legal Counsel.

- Assist Executive Director with the hiring, supervision and evaluation of department staff
- Ensure consistent and smooth implementation of daily operational procedures of the department.
- Plan and implement professional activities for staff involving goal setting and career development.
- Develop, modify and implement best practices and principles as pertain to media, communications and public Relations.
- Attend Governing Board, District, and community meetings, as requested.
- Other duties as assigned.

Education and Experience

Bachelor's Degree in a related field and three years of experience related to area of assignment is required; or an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above.

3+ years of managerial experience preferred

3+ years of experience in school district communications preferred

Direct sales experience a plus

News media experience a plus

Licensing/Certification Requirements

Valid AZ IVP Fingerprint Clearance Card required

Date Revised

03.25.26