



HIGHLAND PARK ISD

Office of Human Resources

Job Title: Director of Communications

Exemption Status/Test: Nonexempt

Reports to: Deputy Superintendent

Pay Grade/Days: AS08/226 Days

Dept./School: Communications

Date Revised: July 2025

PRIMARY PURPOSE:

Promote positive communication 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 or a related field

Knowledge/Skills/Abilities:

Excellent public relations, organizational, communication, and interpersonal skills

Ability to speak effectively before groups of employees, parents, or the public

Ability to communicate effectively in both written and oral forms with all levels of management, both internal and external to the district

Thorough knowledge of media relations and public relations functions

Ability to use software to develop spreadsheets, perform data analysis, and do word processing

Experience:

3 to 5 years' experience in journalism or communications

Experience with bond referendums

MAJOR RESPONSIBILITIES AND DUTIES:

Public and Community Relations

1. Directs the office of communications, and manages all aspects of internal and external district communication, including the website, and all written and electronic publications.
2. Serve as the information liaison between the school district and the community.
3. Serve as district spokesperson and coordinate media coverage including preparing press releases and publishing articles and photos in local media and other publications.
4. Ensure that public information activities contribute to the attainment of district goals and objectives.
5. Design, prepare, and edit district publications including newsletters, recruitment brochures, programs for special events, and other publications.
6. Serve as district representative on community committees as required.
7. Demonstrate awareness of district-community needs and initiate activities to meet those needs including speaking at civic organization meetings and make presentations.
8. Provides support for schools and departments in communication with the public.



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9. Serves as the Public Information Officer for the district, directing the response to all Freedom of Information Act requests.

Policies, Reports, and Law

10. Develop and publicize reports related to the performance of the district and articulate district goals and objectives.
11. Comply with policies established by federal and state law, State Board of Education rule, and local board policy.
12. Compile, maintain, and file all reports, records, and other documents as required.
13. Follow district safety protocols and emergency procedures.

Budget

14. Develop and administer the department budget based on documented needs and ensure that operations are cost effective and funds are managed wisely.

Personnel Management

15. Select, train, supervise, and evaluate staff and make recommendations relative to assignment, retention, discipline, and dismissal.
16. Develop training options and/or improvement plans to ensure exemplary operation of the communications function.

Supervisory Responsibilities:

None

Mental Demands/Physical Demands/Environmental Factors:

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

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

Motion: Repetitive hand motions; 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

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

The essential functions, pursuant to the Americans with Disabilities Act, may include the characteristic duties, responsibilities, knowledge, skills, and abilities noted herein; however, this is not a comprehensive listing of all functions and tasks performed by positions found in this job description.

Employee Name (printed): _____

Employee Signature: _____ Date: _____