Job Title: Executive Director of Communications and Marketing **Wage/Hour Status:** Exempt

Reports To: Chief Communications Officer **Pay Grade:** Admin Pay Grade 11

Dept. /School: Administration Building **Date Revised:** 10/27/2026

Primary Purpose:

The Executive Director of Communications and Marketing will oversee all functions of the MISD Communications and Marketing Department with the goal of fostering and promoting effective two-way communication between Mansfield ISD and its internal and external stakeholders. The position will supervise the entire communications team.

Qualifications:

Education/Certification:
Bachelor's degree in English, journalism, communications, education, or a related field

Experience:
Ten years of administrative-level experience in communications/public relations required
At least three years of work in a public-school setting preferred.

Special Knowledge/Skills:

- An effective communicator skilled in strategic thinking and problem-solving with exceptional interpersonal skills who is open-minded and perceptive to the needs of all MISD stakeholders
- Must have experience in managing communications and marketing with a proven ability to build relationships and engage external stakeholder groups for a complex organization.
- Must be highly creative and able to think outside the norm and lead team members to develop fresh content and strategies.
- Must be available to mobilize and respond at a moments' notice outside of regular business day.
- Well-versed in crisis communication and media relations with the ability to perform in high-stress situations
- A creative visionary who is passionately focused on effecting change and has the ability to merge data-based research with innovation to maximize potential in every area
- A dedicated professional who creates a supportive environment, exemplifies ethics, accepts and values diversity, and has a sense of wisdom, courage and compassion
- An inspiring catalyst who motivates and empowers others to lead and take risks and acknowledges the expertise and celebrates the success of others

- A lifelong learner who perpetuates self-motivated learning and seeks dynamic change by using continuous monitoring, evaluating, and adjusting
- A self-starter with the ability to create and publish a variety of reports, internal and external communication, and news releases
- Demonstrate proficient skills in social media management, desktop publishing, word processing, and file maintenance
- Demonstrate skills in writing, editing and public speaking
- Demonstrate thorough knowledge of school-related instructional and business functions
- Demonstrate thorough knowledge of the Public Information Act and the Open Meetings Act
- Maintain a working knowledge of election laws and legislative changes regarding elections
- Possess the ability to work alone, implement policy and procedures, interpret data, interview and be interviewed in stressful situations, use a personal computer and relevant software to necessary to convey the District's mission and activities, and meet established deadlines

Major Responsibilities and Duties:

- Direct and manage all District communications and marketing activities
- Public and Community Relations
- Ensure communication and marketing activities align with District goals/objectives
- Serve as the information liaison between the school system and the community
- Serve as MISD spokesperson and coordinate media coverage
- Prepare press releases and submit articles and photos to local media and other publications
- Create and maintain a relationship with local reporters
- Manage the MISD brand and oversee the licensing program
- Help school personnel publicize and promote performances, exhibitions, displays, or special programs
- Oversee the design, preparation, and printing of publications, including newsletters, reports, recruitment brochures, special event programs, and other publications
- Serve as District representative on community committees as required
- Oversee record keeping of District communications (e.g., press clipping files, website postings, etc.)
- Administer the Records Management Program as outlined in District policy and assist in establishing and developing policies and procedures for that program
- Stay informed of developing communication and marketing trends and techniques
- Stay informed of changes to open government regulations and attend training as needed if/when required by state law
- Speak at civic organization meetings and make presentations to student, parent and employee groups
- Demonstrate awareness of District and community needs, initiate activities to meet those needs and foster opportunities for District/community partnerships
- Attend school and community activities in preparation of news releases and stories related to

student, employee and District involvement and accomplishments

- Plan and coordinate special events and District-affiliated groups, such as the Community Ambassadors program and the Alumni Association Committee

- Develop informational campaigns for District initiatives such as bond programs, attendance zone realignment, etc.

- Oversee website content and coordinate campus/department updates

Executive Team and Strategic Planning

- Create, implement and evaluate an annual communications plan that supports the District mission, vision and goals (including a social media plan with meaningful content)

- Create and incorporate regular and meaningful opportunities for stakeholder input

- Promote and model MISD's vision and mission.

Policies, Reports, and Law

- Help the superintendent develop and publicize reports related to District performance and articulate District goals and objectives

- Implement the policies established by federal and state law, State Board of Education rule and local board policy concerning public information and District communication

- Develop and maintain the District's records retention schedule consistent with the applicable minimum retention schedules adopted by the State Library and Archives Commission

Budget & Planning

- Administer the Communications and Marketing Department budget, ensure that programs are cost effective, and manage funds prudently

- Compile budgets and cost estimates based on documented program needs

- Develop training options and/or improvement plans to ensure exemplary operation of the Communications and Marketing Department

Supervisory Responsibilities:
Supervise, evaluate and make recommendations for Communications and Marketing Department staff.

Equipment Used:
Computer, 35mm camera, digital camera, video camera, copier, printer/scanner.

Working Conditions:

Mental Demands/Physical Demands/Environmental Factors:
Maintain emotional control under stress; work with frequent interruptions. Ability to transport and carry video and photography equipment; prolonged use of computer. Occasional prolonged and irregular hours.

NOTE: The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities, duties, or skills that may be required.