



# Longview Independent School District

## JOB DESCRIPTION COMMUNICATIONS OFFICER

<b>JOB TITLE:</b>	Communications Officer	<b>WAGE/HOUR STATUS:</b>	Exempt
<b>REPORTS TO:</b>	Assistant Superintendent	<b>TERMS:</b>	226 Days
<b>DEPARTMENT:</b>	Community Relations	<b>PAY GRADE:</b>	Professional 4

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### PRIMARY PURPOSE:

Coordination of community resources available to Longview ISD; seek out, research, and utilize such resources in an effort to improve student achievement and improve parental involvement; resources include, but are not limited to, volunteers, the business and faith community, organizations, parents, and interested community members

### QUALIFICATIONS:

**Education/Certification:** Master's Degree *preferred*, OR equivalent combination of education, training, and experience in communications, journalism, and mass media technology.

### Special Knowledge/Skills:

- Demonstrably comprehensive knowledge of the theories, principles, practices, methods, materials and trends related to modern management and various types of communication
- Capacity to establish and maintain collaborative working relationships with personnel assigned to schools, other departments, public entities, and citizens
- Demonstrably superior ability to perform a variety of tasks often changing assignments on short notice with little or no direction
- Demonstrably superior ability to use software to develop spreadsheets, perform data analysis and word processing
- Demonstrably superior ability to develop, maintain and analyze the district website and social media presence(s).
- Demonstrably superior skills in writing, proofreading, editing and desktop publishing
- Excellent public relations, organizational, communication and interpersonal skills
- Superior knowledge of media operations and public relations functions
- Demonstrably superior skills in writing, editing, and public speaking
- Demonstrably superior ability with desktop publishing software
- Strong organizational, communication and interpersonal skills
- Ability to maintain accurate and auditable records
- Ability to meet and set established deadlines

**Experience:** A minimum of five years digital communication, print journalism and mass media experience, some of which shall have been in a supervisory capacity.



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### MAJOR RESPONSIBILITIES AND DUTIES:

- Demonstrate continuous effort to improve operations, decrease down times, streamline work processes, and work cooperatively and jointly to provide seamless service.
- Works in a proactive and self-directed manner to plan and carry out the objectives and priorities of the department, as well as the District.
- Responsible for timely and accurate content posting and updates of district publications and events across district social media sites.
- Exhibits interpersonal skills to work independently and closely with others as an effective team member and displays team leadership.
- Communicate orally with individuals and groups in face-to-face, one-on-one settings, in group settings, or using telephone.
- Add, delete and set permissions for campus webkeepers and instructional technology specialists as assignments change.
- Oversee and serve as troubleshooter to district administrators who have a campus or department social media presence.
- Effectively utilizes multiple forms of technology to articulate to the general public the school district's mission and goals.
- Evaluate campus websites periodically to ensure they are in compliance with the district web guidelines and standards.
- Serve as primary editor/proofreader for district publications to detect spelling, punctuation and syntax errors.
- Facilitate training of district administrators who have a social media presence for their campus/ department.
- Facilitate training of district personnel on web content management system and construction of pages.
- Perform duties in a professional, ethical and responsible manner as defined in the TEA Code of Ethics.
- Collaborate with other departments in the creation and maintenance of their department websites.
- Responsible for timely and accurate content posting and updates of district publications/events.
- Create campus/department social media pages as requested by district administrators.
- Add, delete and set permissions for district personnel who manage a page on website.
- Convert district forms into online or interactive PDF forms to be used by employees.
- Develop, maintain and analyze the district website and social media presence(s).
- Participate in professional development programs to improve job performance.
- Facilitate training of campus staff on the web content management system.
- Oversee and serve as troubleshooter to campus staff for district website.
- Repackage content from District publications into content for websites.
- Update district and campus personnel changes as directed.
- Annually establish and meet superior performance goals.  
Update personnel vacancies in a timely manner.
- Performs other tasks and assumes any such responsibilities as related to the position and other duties as assigned.



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**SUPERVISORY RESPONSIBILITIES:** Communications Specialist, Community Relations Specialist, support staff assigned to the Community Relations department and other staff as assigned by the Board of Trustees and/or Longview ISD administration.

**EQUIPMENT USED:**

Personal and mainframe computer (fluent in all known operating systems), telephone, printer, calculator, fax machines, copier, 35mm camera, digital camera, video camera, scanner, software for multimedia, graphics design, spreadsheet and word processing environments, various technology/media equipment pertinent to job duties and other technologies as they become available.

**WORKING CONDITIONS:**

**Mental Demands:**

Intensive reading, ability to communicate effectively (verbal and written) in public and various professional settings; maintain professional conduct in stressful customer service situations; coordinate district-wide functions, repetitive hand motions; prolonged use of computer terminal; design and organize training materials and to schedule multiple tasks. Frequent district-wide travel; occasional prolonged and irregular hours.

**Physical Demands/Environmental Factors:**

Frequent standing, walking, stooping, bending, kneeling, pulling, pushing, lifting, carrying; moving small stacks of textbooks, media equipment, desks, and other classroom equipment; repetitive hand motions; prolonged use of computer terminal possible; occasional district-wide travel; occasional state-wide travel; frequent prolonged and irregular hours; possible biological exposure to bacteria and communicable diseases; specific vision abilities required by this job include close vision, distance vision, peripheral vision, and the ability to adjust focus on multiple projects with minimal lead time.

**EVALUATION:**

Performance of this job will be evaluated annually in accordance with provisions of the board's policy of evaluation of administrative personnel.

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The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required. This job description is not an employment agreement or contract. The administration has the exclusive right to alter this job description at any time without notice.

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**ESTABLISHED/REVISED DATE: Sept. 22, 2020**