Director of Internal Communications
Job Description

Job Title:	Director of Internal Communications	**FSLA:**	Exempt
Reports to:	Chief of Communications	**Pay Grade:**	Admin/Prof 8
Dept./School:	Communications Department Donaldson Administration Building	**Calendar Days:**	226
Contract:	Probationary/Term	**Revised:**	10.28.2026

Primary Purpose

The Director of Internal Communications provides leadership and direction for internal communications, coordinates and evaluates District public relations activities, events, and recognition programs, and develops content for internal and external publications.

Qualifications

Education/Certification:

- Bachelor's degree from an accredited college or university

Special Knowledge/Skills:

- Strong organizational, interpersonal, and public speaking skills
- Knowledge of school district communications
- Knowledge of media relations and general communications best practices
- Ability to plan and execute special events
- Ability to prioritize and manage multiple tasks simultaneously and adhere to deadlines
- Ability to interpret policy, procedures, and data
- Ability to work as a team member
- Demonstrates strong work ethic
- Sound judgment and decision-making skills
- Ability to communicate effectively with a variety of audiences
- Demonstrates exceptional written communication skills, with a strong command of Associated Press (AP) Style guidelines
- Ability to write, edit, and proofread clear, accurate, and engaging content for various audiences while maintaining consistency, proper grammar, punctuation, and professional standards

Experience:

- Minimum of five years of work experience in communications or a job-related field
- Experience in school district communications

Major Responsibilities and Duties

1. Assist the Chief Communications Officer and Superintendent of Schools by producing written materials to effectively inform internal stakeholders regarding pertinent information and positive accomplishments in Aldine ISD
2. Plan, execute and produce major district events, including but not limited to Board recognitions and others as assigned
3. Responsible for producing internal e-newsletters, communications and materials.
4. Produce web stories highlighting school activities and events

5. Produce written copy and assist in developing layout design of all major district publications (print and electronic)
6. Write speeches and talking points for district leadership, including designing presentations and award submissions
7. Work with the Director of External Communications in editing communications, as well as supporting special projects from other departments
8. Serve as backup to the Director of External Communications as the media contact
9. Develop and execute internal communications plans and strategies on key initiatives
10. Develop internal communications from the executive leadership team to local leaders and internal staff, including emails, call scripts and internal talking points
11. Maintain an editorial calendar that supports organization-wide priorities
12. Support and guide employee presentations, both internally and externally, by maintaining dynamic, easy-to-use PowerPoint templates, factsheets, and other collateral
13. Oversee parent communication platform, including user administration and training
14. Assist in the development and maintenance of communications toolkits and protocols
15. Attend meetings and other assigned district-wide events
16. Work as a member of the Communications team to maintain the district's brand
17. Perform related duties as assigned by the Chief Communications Officer
18. Maintain regular and reliable attendance
19. Seek professional growth opportunities
20. Perform other duties as assigned

Evaluation

The evaluation of the Director of Internal Communications is a responsibility resting with the Chief Communications Officer. An evaluation shall be completed in writing at least once during the course of each school year.

Work Environment

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; frequent districtwide and occasional 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.