AUSTIN ISD
JOB DESCRIPTION

JOB TITLE:	**EXECUTIVE DIRECTOR SR STRATEGIC COMMUNICATIONS**			PAY GRADE:	**CAD 6**
DUTY DAYS:	**226**	FLSA STATUS:	**EXEMPT**	DATE REVISED:	**10/08/2026 HC**
FUNDING SOURCE:	**THIS POSITION IS PARTIALLY OR FULLY FUNDED THROUGH LOCAL AND/OR GRANT SOURCES. CONTINUED EMPLOYMENT IN GRANT-FUNDED POSITIONS IS CONTINGENT UPON AVAILABILITY OF FUNDS.**				

MINIMUM QUALIFICATIONS

A Master's degree in communications, public affairs, business, or a related field from an accredited college is required. Five (5) years of progressively responsible successful administrative experience is required, preferably in a large urban K-12 school district or public relations, political or public entity. Experience in partnership and resource development with corporate/institutional giving, major gifts, and fundraising experience is preferred. Incumbent must have advanced knowledge of Google Workspace. Three (3) years of supervisory experience is required. A valid Texas driver's license is required.

SKILL REQUIREMENTS

This position requires the following:

- Demonstrated knowledge of planning and program development with considerable knowledge of educational policy making at the federal, state, and local levels; and must have experience developing strategic plans.
- Demonstrated ability to develop strategic messages and deliver them effectively to a wide variety of audiences.
- Demonstrated ability to build positive, supportive, and collaborative relationships with internal leadership teams and strategic publics.
- Demonstrated ability to apply the principles and best practices of effective public relations, media management, journalism, television broadcasting, and use of social media tools.
- Proficient in partnerships and fund development, donor cultivation and stewardship.
- Knowledge and understanding of the Texas Public Education System, current educational issues, and District policies and achievements.
- Demonstrated ability to provide effective leadership and management necessary for the team/department to achieve stated goals and objectives.
- Knowledge and understanding of and experience with the broader multicultural community and effective multicultural outreach.
- Demonstrated ability to conduct public opinion and communication research, analyze data and make recommendations to inform adjustments.
- This position must be able to read, write, and speak/communicate in English in order to receive and to provide work-related information in a timely manner to other employees, supervisors, principals, school personnel, volunteers and where appropriate, visitors and students.

JOB PURPOSE AND RESPONSIBILITY

The incumbent will serve as the leader for overall strategic communications and has the responsibility, with input from the Superintendent's Leadership Team, for developing, implementing and monitoring the Strategic Communications Plan to assure a unified voice for messages and communication methods in support of District goals. This position is responsible for the ongoing development and leadership working to plan for growth and innovation, leverage existing resources, and bring significant new external support and resources to the school district to support initiatives deemed crucial to the progress of the district. The Executive Director Sr assists with the development of the District's strategic plan and leads the district in creating a communicative, coherent and strategic infrastructure to bring in the highest possible yield of both public and

private partnerships that cultivate individual major donors, plan, and executes special events, supports the development of service provider and school-business partnerships, and supports District leadership in exploring and expanding new revenue source. This position is responsible for the successful work of the Austin Ed Fund, AISD's nonprofit education foundation.

ESSENTIAL FUNCTIONS

- Develop and oversee an effective strategic communication system between the District and the community.
- Develop and oversee an effective strategic communication system between the District and its various publics, internal and external.
- Oversee the preparation of news releases to local media and ensure all media requests receive a timely and courteous response thereby creating a positive working relationship with all media sources.
- Provide proactive public relations counsel for District leadership, ensuring potential public relations concerns/issues are identified and addressed.
- Perform a critical role in implementing the Austin ISD Crisis Communications Plan by ensuring that target audiences are reached through appropriate venues, gathering, and sharing facts, and appropriately addressing media inquiries pertaining to the crisis.
- Establish and oversee a system to regularly collect and publish stories to showcase programs, partnerships, schools, student, and staff achievements through diverse and appropriate media outlets.
- Forecast community and partner interest in District issues, develops, and delivers key messages to support District interests.
- Assure the District website and TV programming, video and social media are used in innovative ways to keep the community informed.
- Provide leadership in the preparation of publications to keep citizens informed, such as the Annual Report and budget documents.
- Attend all meetings of the Superintendent's Executive Leadership Team and Senior Staff as appropriate.
- Lead the staff to maximize the District's partnerships and external resources..
- Serve on the leadership team of the Austin Ed Fund, working closely with the Chair and Board to support the strategic work of the foundation and alignment with AISD strategic priorities.
- Communicate a strategic vision for the development and management of externally funded initiatives for the District, including a plan to regularly communicate to internal and external stakeholders and recognize external partners.
- Develop strategic fundraising plans with timelines and potential sources for external funding.
- Oversee the long-term relationships with corporate, foundation, internal and external stakeholders (e.g., Austin Community Foundation, major donors, parents, community organizations, businesses, and governmental agencies) to maximize community support priorities aligned with AISD's strategic priorities.
- Develop strategic communication avenues reports to provide updates on partnerships external funding; creating a website with resources for campuses and ongoing news for supporters and potential support; and making presentations to district partners, business foundations, and foundations..
- Oversee district policy and practice related to funding initiatives.

- Oversee and direct the budget for the department.
- Support meaningful professional development opportunities for all members of the departmental staff and participate in professional development to stay up to date in the field.
- Assign duties to staff, monitors work and provides feedback to assure quality accomplishment of objectives and conducts formative and summative assessments for each direct report.
- Provide an exceptional customer experience for all AISD stakeholders with intentional and professional practices that promote a culture of respect.

OTHER DUTIES AS ASSIGNED

Performs other related duties as assigned; however, all employees are expected to comply with lawful directives in rare situations driven by need where a team effort is required.

PHYSICAL EFFORT AND WORK ENVIRONMENT

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. This position may involve rare exposure to blood or body fluids. Regular attendance is required for this position.

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 15-44 pounds)

Environment: Standard office or school setting; may work prolonged or irregular hours; extensive districtwide and statewide travel

Mental Demands: Maintain emotional control under stress; prioritize work to meet deadlines, have a calm demeanor, and work cooperatively with others

PERSONAL WORK RELATIONSHIPS

This position reports directly to the appropriate supervisor of the department. Work is guided by established policies and discussed with the Superintendent and Senior Leadership Team as needed. The Superintendent will evaluate the work and overall impact on the School District and the Austin Community. Incumbent will have regular contact with other administrators in the Austin ISD.

The Austin Independent School District provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws..

I have read & acknowledged the job description above.

Employee Signature:		**Date:**	