



## CRISIS COMMUNICATIONS SPECIALIST

July 2025

**Job No.: P811**

**Reports to:** Chief Communications Officer

**Dept./Campus:** School and Community Relations

**FLSA Status:** Non-Exempt

**Pay Grade:** 508

**Term:** 226 Days

### PRIMARY PURPOSE:

Coordinate the development, implementation and monitoring of the district's crisis communications, public relations, media relations, which includes writing, video production, digital media, social media strategies, while branding the district as a district of excellence.

### MAJOR RESPONSIBILITIES AND DUTIES

- Coordinate and oversee the daily flow of department and district communications both responsive and proactive.
- Support department and district leadership with communication needs, such as information requests, social media, press releases, media briefings, video and slide productions, brochures, flyers, bulletins, newsletters, speeches, scripts, reports, and board materials.
- Assist district and campus leaders in providing timely external communications and media management during emergency or crisis situations.
- Develop and maintain a rapport with news media outlets.
- Serve as an informational resource for the district, local law enforcement agencies, press, and public.
- Review all media outlets daily for consistency and accuracy in reporting and brief the Chief of Police as needed to ensure the integrity of the district's brand is maintained.
- Utilize the Emergency Notification Management program with the support of assigned staff.
- Develop and deliver media training sessions to police and emergency management personnel, as well as district and campus leaders, equipping them with effective communication strategies for crisis situations, briefings, and public information dissemination.
- Create, promote, and maintain a positive public image for the department.
- Develop promotional strategies for getting department messaging to the district and public.
- Develop and maintain the department website to distribute information to the public.
- Support and maintain department email account.
- Keep abreast of innovative practices.
- Organize and participate in groups that support the district's guiding documents.
- Model core organizational values and beliefs; communicate openly and effectively within and across teams; and manage resources to effectively support district goals.
- Demonstrates regular and prompt attendance.
- Perform other duties as assigned.

### SUPERVISORY RESPONSIBILITIES

- None.

### GENERAL QUALIFICATION GUIDELINES

#### Education/Certification/Experience:

- Bachelor's degree in journalism, public relations, communications or related field
- Experience in editorial and desktop publishing experience; some supervisory experience of a professional staff.
- At minimum three (3) years' experience in journalism, public relations, communications or related field.

All LISD employees are expected to maintain an extreme degree of confidentiality by following the *Family Educational Rights and Privacy Act (FERPA)* for student information and the *Health Insurance Portability and Accountability Act of 1996 (HIPAA)* for employee and student information.

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- Experience as a law enforcement public information officer preferred.
- Experience with video production and graphic design is preferred.

### **Knowledge/Skills/Abilities:**

- Knowledge of the overall operations of a police department.
- Knowledge of basic design principles and of printing processes; page layout and design; acceptable development/public relations practices and principles; and Internet infrastructure and practices.
- Skill in organizing daily tasks of assigned staff; implementing long-range and immediate plans; writing, editing, grammar and AP style; website design; desktop publishing (InDesign) and word processing; organization projects and verbal and written communication.
- Skill in effectively communicating with the general public and news media representatives, making oral presentations, video production and producing graphic designs, brochures, and other materials for programs and presentations.
- Ability to assess communication needs; recommend and execute effective communication strategies; work with influential stakeholders on sensitive issues impacting the community; manage multiple projects and deadlines; and detect, analyze and solve technical problems.

### **Mental/Physical/Environmental Demands**

*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.*

- Needs to occasionally move about inside the office to access file cabinets, office machinery, etc.
- Constantly operates a computer and other office productivity machinery, such as a calculator, copy machine, and computer printer.
- Ability to understand, remember, and communicate routine, factual information.
- Ability to organize and prioritize own work schedule on short-term basis.
- Ability to make decisions which have moderate impact on immediate work unit.
- Ability to compose letters, outlines, memoranda, and basic reports and/or to orally communicate technical information.
- Ability to add, subtract, multiply, divide and to record, balance and check results for accuracy.
- Ability to work in fast-paced, multi-priority environment.
- Ability to handle difficult conversations and deescalate employees, staff, and parents.
- Use standard office equipment including personal computer and peripherals.
- Prolonged sitting; occasional bending/stooping, pushing/pulling, and twisting.
- Repetitive hand motions including frequent keyboarding and use of mouse; occasional reaching.
- Occasional light lifting and carrying (less than 15 pounds).
- May work prolonged or irregular hours.
- Work with frequent interruptions.
- Maintain composure and professionalism at all times.