

Pflugerville Independent School District - Job Description

Job Title/Position:	Assistant Director, Communications	Department/School:	Community Relations
Pay Information:	Organizational Leadership Compensation Plan Pay Grade: OL5 / Days: 226	Supervised By:	Chief Communications Officer
FLSA:	Exempt	Date Revised:	June 2025

Primary Purpose:

Supports the planning, development, and execution of strategic communication efforts. Manages internal and external communications, media relations, digital content, crisis communication, and community engagement. The Assistant Director collaborates with departments and campuses to promote district initiatives and ensure consistent, accurate, and engaging messaging across all platforms.

Qualifications (Education/Certification/Experience):

Bachelor's degree in journalism, public relations, communications, marketing or related field. Minimum of three years of experience in media, public relations or marketing communications, or a combination of experience and relevant post-baccalaureate education totaling at least three years

Major Responsibilities:

1. Assist in developing and implementing communication strategies that align with district goals.
2. Research, draft, and edit internal and external communication materials including website copy, news releases, newsletters, notices sent to parents, brochures, social media and video scripts.
3. Support crisis communication planning and execution, including rapid response coordination during non-traditional work hours.
4. Serve as a liaison to news media covering district or school activities.
5. Assist with the planning and execution of major district events and recognition programs.
6. Support communication needs of schools, departments, and district leadership.
7. Assist with the selection, training and supervision of communication department staff members
8. Promote best practices in education by identifying opportunities for state and national recognition of district and campus educational initiatives through industry and professional association awards submission.
9. Ability to conceptualize, write and edit strategic, accurate and concise content for district audiences.
10. Maintains calendar of events.
11. Assist with providing photo coverage of district and campus events.
12. Assist with posting content to the district and campus website.
13. Assist with coordinating special events.
14. Participate in professional development activities.
15. Follow Educator Code of Conduct & all policies, procedures, laws and State/Federal regulations.
16. Perform other duties as assigned.

Special Knowledge/Skills:

Advanced skills in writing and editing
Thorough knowledge on the development and effective use of communication tools such as digital and print content, news media releases, videos, photography and special events
Demonstrated experience in meeting multiple deadlines
Demonstrated experience in communications project management
Ability to use discretion and sensitivity in issues involving privacy concerns
Ability to interpret policy, procedures and data
Strong analytical and interpersonal skills
Ability to work independently and collaboratively

Supervisory Responsibilities:

Assist the Chief Communications Officer in the professional administration of the office, including supervision of employees, problem solving and interacting with the public and media as needed.

Working Conditions (Mental Demands/Physical Demands/Environmental Demands):

Prolonged use of computer; must be able to push, pull, lift, and/or carry at least 20 lbs.

The foregoing statements are intended to describe the general nature and level of work being performed by employees assigned to this job title. They are not intended to be construed as an exhaustive list of all responsibilities, duties, knowledge, skills, and abilities required.

Employee's Signature: _____ Date: _____

Employee's Printed Name: _____