



Director of Communications

Reports to: Chief of CEIP
Division: Communications

Structure/Grade: 132
Workdays: 246 Days

Position Summary

The Director of Communications provides a clear and strategic vision for building a culture of transparency, accessibility, and excellence in communication across the DeKalb County School District. This leader will guide the Communications Department in advancing its vision to become nationally recognized as a standard of excellence in school communications. Through consistent, effective messaging, strong partnerships, multilingual access, and innovative campaigns, the Director will ensure every stakeholder is informed, connected, and inspired to proudly champion the district's story—ultimately strengthening trust and supporting student success.

Essential Job Duties

- Provide strategic leadership in developing and delivering inclusive messaging that aligns with district priorities and advances trust, transparency, and engagement.
- Oversee brand strategy and visual identity to ensure consistency, professionalism, and alignment across all platforms and communications.
- Direct the planning and execution of integrated marketing and public awareness campaigns across digital, print, and broadcast communication tools.
- Strategically support community engagement initiatives through coordinated outreach and communications.
- Lead districtwide storytelling that amplifies and celebrates student, staff, and school successes, elevating the district's public image.
- Guide the creation and dissemination of internal and external communication tools, including newsletters.
- Set the vision for content strategy and user experience across the district website, ensuring accessibility, relevance, and functionality.
- Provide executive oversight for creative services, including the design and production of digital and print communications.
- Lead a high-performing multimedia team responsible for DSTV, the district podcast, and digital storytelling platforms.
- Oversee multimedia production, including photography, videography, and live-streaming of high-profile district events.
- Direct the district's digital engagement strategies, including social media, SchoolMessenger platforms, and digital signage networks.
- Ensure high-quality multimedia and communications support for major district events, ceremonies, and initiatives.
- Monitor, analyze, and report on the effectiveness and impact of communications initiatives.
- Perform other duties as assigned.



Qualifications

- Bachelor's degree or higher in communications, public relations, journalism, marketing, video, sound, English or a related field.
- Minimum of five years of experience in communications, public relations, or community engagement, preferably within a K-12 public education or public-sector environment.

Knowledge, Skills, and Abilities

- Strong leadership, organizational, and interpersonal skills.
- Proven ability to build and maintain relationships with diverse stakeholders.
- Knowledge of best practices in communications.
- Proficiency in data analysis and program evaluation.
- Excellent verbal and written communication skills.

Physical Demands and Work Environment

- Constantly operates a computer and other office machinery.
- Frequently remains in a stationary position.
- Occasionally moves about inside an office.
- Occasionally moves office equipment weighing up to 25 pounds.
- Constantly works in an indoor environment.

By signing below, I agree that I have read and understand the requirements and the essential functions of this position.

Employee: _____ Date: _____

Disclaimer: Information contained within this position specification only summarizes information for interested individuals. The statements herein are intended to describe the general nature and level of work being performed by the employee in this position. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of a person in this position. If there is a discrepancy between the information in this position specification, the current documents obtained in the Division of Human Resources will always govern. The DeKalb County School District reserves the right to modify, alter, or discontinue these reference materials for any reason.

Reviewed/Revised: 8/5/2025