



JOB DESCRIPTION

Position:	Director of Business Communications	Revised Date:	January 25, 2023
Department:	Appraisals	Division:	Appraisals
Reports to:	Chief Appraiser	FLSA:	Exempt

SUMMARY: The Business Communications Director will ensure all prudent, urgent, and critical information is shared in a timely manner and communicate with the public in a transparent and effective manner. The director will spear head operations as directed by the Chief Appraiser, on all non-critical matters/projects and urgent issues in the absence of the Chief Appraiser.

ESSENTIAL FUNCTIONS:

Work closely with leadership and cross functional members of management team to drive and implement business strategy and long-range planning based on current opportunities and risks, financing needs and organizational capabilities.

- Assist in identifying organizational gaps and plans for how to best address them.
- Analyses value of projects and terms; develop, participate, and deliver high level impactful presentations and conclusions to executive team and key stakeholders.
- Develop strategies to track, monitor and communicate high-impact issues to achieve goals.
- Work with the Chief Appraiser to educate the BOD and lawmakers on how proposed legislation or regulations could affect the organization.
- Attend monthly BOD meetings and be prepared to speak (at the discretion of the Chief Appraiser) on specific district accomplishments and business matters.
- Liaison between PTAD, TAAD and TAAO on business matters.
- Developing and maintaining education courses and schedules, leadership workshops for all level employees with the collaboration and assistance of the deputy chiefs within and out of district.
- Work closely with other departments to create a staff calendar of work projections, timelines, and deadlines.
- Advocate on behalf o the district brand with external stakeholders and the media across all communication channels and vehicles.
- Produce and publish mass communications with email blasts and marketing campaigns.
- Refine core messaging to ensure organizational consistency in all aspects of communication including development, organizing and education.
- Publish videos and photography on district website and blogs.
- Representing the organization (in the absence or at the discretion of the Chief Appraiser) at press conferences, interviews, community events, etc.
- Provide the staff with knowledge of legislative updates, laws and educate the key stakeholder on any changes by legislature, PTAD, TAAD, and TAAO to ensure compliance.
- Analyzing all media coverage of the organization and drafting appropriate responses if warranted.
- Creating and managing a PR plan and timeline.
- Assist in the groundwork for the district's future growth.
- Perform other duties as assigned.

REQUIRED SKILLS/ABILITIES

- Excellent oral and written communication skills.
- Superior customer relationship management skills.
- Proficiency in the use of word processing software tools.
- An analytical mind and critical thinking skills.
- Knowledge of property tax industry best practices.
- Experience in developing relationships with public and community leaders.
- Strong project management skills.
- 5 to 10 years of managerial or team lead experience within an Appraisal District and/or Collection of property taxation.
- Registered Professional Appraiser and/or Registered Texas Assessor or County Tax Assessor.

- Experienced Certified Instructor (minimum of 5 years), preferred.

EDUCATION/EXPERIENCE

- Bachelor's degree in, Business Administration, or related field preferred, but not required.
- 5+ years in a progressive management position
- 5+ years of progressive relationship building/development within multiple industries with key organizations.

LANGUAGE SKILLS

- Ability to effectively present information and respond to questions from internal and external customers whose first language is English.

CERTIFICATES, LICENSES, REGISTRATIONS

- None

PHYSICAL DEMANDS

- 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. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

While performing the duties of this job, the employee is regularly required to stand; walk; use hands to finger, handle or feel objects, type and use mouse; reach with hands and arms; and talk and/or hear. The employee is required to sit for extended periods of time.

WORK ENVIRONMENT

- The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

While performing the duties of this job, the employee regularly works in an office environment in a clerical environment. This role routinely uses standard office equipment such as computers, phones, photocopiers and filing cabinets.

TRAVEL REQUIREMENTS

- This position may require periodic travel.

OTHER DUTIES

- Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to the job at any time with or without notice.

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