

Chief Communications Officer Job Description

Job Title: Chief Communications Officer

Exemption Status/Test: Exempt

Reports to: Superintendent of Schools

Pay Grade: SUPA **Calendar Days:** 226

Dept./School: Office of the Superintendent/
Donaldson Administration Building

Appointed By: The Superintendent of Schools for a term of one year and the contract will be considered for recommendation by the Board of Trustees at the regular April/May meeting each year

Primary Purpose:

Provide strategic leadership in the development, implementation, and maintenance of a comprehensive and strategic plan for internal and external communications including media relationships, district website, social and digital media, branding marketing, television/video, bond communications, crisis communications, and translation services. Lead planning and execution of short and long term strategies and goals.

Qualifications:

Education/Certification:

Bachelor's degree in Public Relations, Journalism, Communications, Marketing, or other related field;
Master's degree preferred
Bilingual preferred

Special Knowledge/Skills:

Ability to coordinate, analyze and evaluate complex ideas and situation and communicate these ideas in an easy-to-understand language
Ability to effectively communicate (interpersonal, intercultural, and public speaking) and advise a variety of audiences
Thorough understanding of and proficiency on public education issues and procedures, and legislative operations and procedures
Knowledge of marketing, social and digital media, written expression, and public speaking
Demonstrated skills in writing, editing, and public speaking
Thorough knowledge of media relations and public relations functions
Strong leadership skills
Ability to manage budget and personnel
Ability to network throughout the state and nation with effective leaders
Strong organizational, communication, interpersonal, and consensus building skills
Knowledge and understanding of school district policies and procedures

Experience:

Five years' experience in communications and public relations campaign management, including proficient use of social media. Public education experience preferred

Major Responsibilities and Duties:

1. Provide advice and counsel to the superintendent, executive leadership team, and campus leadership on district-wide initiatives and school issues, including providing proactive strategic support for potential implications and unintended consequences, forecasting potential ramifications, and developing strategies to position the district in the most favorable and transparent position.

2. Provide strategic leadership and direct all facets of the daily operations and functions of the Communication Department, including public relations, social media, media relations, event planning, advertising, strategic publication, websites, and video.
3. Provide strategic advice, analysis, and communication to provide responses to incidents/crises and district and school issues that reach key audiences and represent the District in a professional and caring manner.
4. Identify challenges and emerging issues faced by the district and work with staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.
5. Provide leadership and training to district staff related to effective communication, marketing and incident/crisis response.
6. Lead the development and implementation of marketing and branding strategies for the district and its departments, schools, initiative programs, and events, ensuring continuity and consistency.
7. Lead, direct, and implement research-based family and community engagement strategies that support student achievement.
8. Lead and direct the content and user experience of the district's digital, social, and web presence, ensuring quality, access to information, and message alignment.
9. Provide oversight and direction for the implementation and enhancement of communication strategies, including internal, external, public relations, marketing, media, social media, and web to promote the district and its services.
10. Share and discuss leading practices with the Superintendent's office and Board of Trustees in establishing standards that will positively impact internal and external relationships.
11. Provide strategic leadership in the creation, implementation, and measurement of the success of a comprehensive marketing, communications, and public relations program that will enhance the district's image and position with the marketplace and the general public.
12. Evaluate new media platforms and leverage those avenues that will have the greatest impact in the communication strategy.
13. Direct the activities of subordinates, foster their professional development and growth, provide advice and counsel on technical matters and promote teamwork and cooperation.
14. Assist the superintendent with communications.
15. Serve as the district spokesperson and coordinate media coverage.
16. Provide strategic leadership in the development and articulation of a vision and mission for the Communications Department.

17. Provide strategic leadership for the production of district publications including newsletters to patrons, annual reports, special bulletins, curriculum bulletins and reports, and policy handbooks as assigned by the Superintendent.

Management of Fiscal, Administrative, and Facilities Functions

18. Provide strategic leadership of departmental budgets based on documented program needs and demonstration of responsible fiscal management.
19. Implement policies established by federal law, state board of education, and local board policy with regard to the Communication Department.

Professional Growth and Development

20. Pursue continuous improvement and growth in knowledge of leadership skills, public information and public relations topics, marketing strategies, communication trends and initiatives, and current education related issues.

Others

21. Acts in a consultative capacity to the Superintendent of Schools on matters pertaining media, community and public relations.
22. Attend meetings of the Board of Trustees, district-wide meetings/events, school based meetings/events, and community meetings/events to gather and disseminate information about the district.
23. Perform other duties and coordinate special projects as assigned by the Superintendent of Schools.

Supervisory Responsibilities:

Supervision of staff of the Communications Department

Evaluation:

The Chief of Communication's evaluation is a responsibility resting with the Superintendent of Schools. An evaluation shall be completed in writing at least once during the course of each school year.

Salary:

As approved by the Board of Trustees

Mental Demands/Physical Demands/Environmental Factors:

Tools/Equipment Used: Standard office equipment including personal computer and peripherals.

Posture: Frequent sitting and standing; 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 pounds); occasional physical restraint of students to control behavior

Environment: May work prolonged or irregular hours; work inside and outside (exposure to sun, heat, cold, and inclement weather), exposure to noise; frequent districtwide and occasional statewide travel

Mental Demands: Work with frequent interruptions; maintain emotional control under stress

This document describes the general purpose and responsibilities assigned to this job and is not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.