



REVISED: 07/01/2019
Submitted: 06/11/2019

JOB TITLE:	CHIEF COMMUNICATIONS & COMMUNITY RELATIONS OFFICER
DIVISION	COMMUNICATIONS AND COMMUNITY RELATIONS
SALARY SCHEDULE/GRADE:	II, GRADE 18
WORK YEAR:	260 DAYS
FLSA STATUS:	EXEMPT
JOB CLASS CODE:	8429
BARGAINING UNIT:	CLAS

SCOPE OF RESPONSIBILITIES

Provides administrative leadership for the management of Communications and Community Relations division. Assists the Superintendent of Schools in promoting overall efficiency and maximizing of operational and administrative services in support of educational opportunities for K-12 school students. Ensures the alignment of projects with foundations, grants and business partnerships, parent involvement, special projects, public information and communications.

PERFORMANCE RESPONSIBILITIES & EVALUATION CRITERIA

Develops communication strategies that ensure accurate information is communicated clearly and succinctly to all stakeholders

Supports all areas of the system in order to present a unified, coherent message to its various audiences through an integrated communication approach

Ensures that releases/communications to media are accurate and time sensitive and build positive relationships

Develops and implements high-quality communications and marketing programs that effectively promote the District's services

Develops engagement strategies to ensure that all parts of the community are engaged with the District

Ensures that District staff is represented on professional, governmental, and community committees, task forces, and commissions and in problem-solving conferences with community representatives and District staff

Communicates Board approved procedures to support District initiatives

Develops the operating budget for the organizational unit and assures that all functions operate within the appropriated allotment

Attends all meetings of the Board of Education and provides input

Ensures compliance with federal laws

Completes all trainings and other compliance requirements as assigned and by the designated deadline

Evaluates employees as assigned

Performs other duties as assigned by supervisor

PHYSICAL DEMANDS

The work is primarily sedentary. The work at times requires bending, squatting, crawling, climbing, reaching with the ability to lift, carry, push or pull light weights. The work requires the use of hands for simple grasping and fine manipulations. The work requires activities involving driving automotive equipment.

MINIMUM QUALIFICATIONS

Master's Degree or Bachelor's Degree with equivalent years experience within the field of communications or community relations

Five (5) years work experience

Ability to articulate vision of best practice for instructional programs
Demonstrated leadership ability within diverse groups
Effective communication skills

DESIRABLE QUALIFICATIONS
Experience with media outlets, community groups, or similar agencies
Leadership experience in implementing operations in school district
Experience in a diverse workplace