



NEW: 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:	AS APPROVED BY THE BOARD
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
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Demonstrated leadership ability within diverse groups

Effective communication skills

DESIRABLE QUALIFICATIONS

Experience with media outlets, community groups, or similar agencies
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Leadership experience in implementing operations in school district

Experience in a diverse workplace
