

Chief Communications Officer
New Hanover County Schools

Job Description

Class: Administrative

Dept: Office of the Deputy Superintendent/Public Relations

TITLE: Chief Communications Officer

QUALIFICATIONS:

1. Bachelor degree or higher in public relations, journalism or communication or equivalent combination of education and experience.
2. Five or more years experience in news or public information work with experience in education, publishing and electronic media editing preferred.
3. Other qualifications as the superintendent and board may find appropriate.

REPORTS TO: Deputy Superintendent

JOB GOAL: To supervise the implementation of a comprehensive public relations program to promote the school system's activities and programs, as well as all aspects of public relations and communications for the New Hanover County School System.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

1. Follow all rules, policies and procedures of New Hanover County Schools, along with state and federal regulations pertaining to school system issues.
2. Liaison to the Deputy Superintendent in planning, developing, coordinating, promoting and publicizing the school system.
3. Serve as the point of contact for the school system with area news media by assisting representatives in obtaining background information, setting up interviews, providing story ideas, and handling problem areas of coverage.
4. Organize and assist with special programs/events/tours at schools and for the school system.
5. Provide key information concerning points of reference and planning whenever the superintendent or his/her designee is requested to provide information to the public.
6. Supervise and coordinate preparation of all system wide publications, print, audio or video and serve as a resource for school and student publications.
7. Advise the Deputy Superintendent on probable public relations consequences relating to shifts in existing programs, policies or other issues.

8. Assist principals, staff members, program directors and others in publicizing and promoting any performance, exhibition, display or special program sponsored by the schools and open to the public.
9. Develop methods for interaction between employees and managers concerning job responsibilities in order to enhance job satisfaction; solve job-related problems and improve organizational effectiveness; assist in creating an environment that emphasizes a commitment to service.
10. Supervise and conduct personnel administration duties for direct report subordinates, including hiring and firing, evaluating, assigning special duties, monitoring attendance and travel reports, and granting leave.
11. Perform other duties and responsibilities as requested by the Deputy Superintendent.

The above statements describe the general nature and level of work being performed by individuals assigned to this job. This is not intended to be an exhaustive list of all responsibilities and duties required of personnel so employed.

Terms of Employment: Twelve month work year/**At Will**/FLSA Exempt

Starting Salary and/or Grade: SA VII

Evaluation: Performance of this job will be evaluated in accordance with provisions of the Board and local policy on evaluation of personnel.

Knowledge, Skills and Abilities:

- Ability to communicate clearly and concisely, both orally and in writing; ability to communicate well with school personnel, employees, and news media.
- Ability to provide leadership and to supervise the planning, development and implementation of a comprehensive public relations program.
- Demonstrate functional knowledge of computers and all aspects of the Microsoft Office Professional software programs.
- Ability to establish and maintain effective working relationships as necessitated by work assignment.
- Comply with confidentiality requirements in local, state and federal policies and statutes.
- Physical ability (able to exert up to 20 pounds of force occasionally) and dexterity to perform the duties and responsibilities of the job.