



PERSONNEL COMMISSION

Class Code: 5285
Salary Range: 64 (M2)

CHIEF COMMUNICATIONS AND COMMUNITY ENGAGEMENT OFFICER

JOB SUMMARY

Under the direction of the Superintendent of Schools or designee, serve as a principal advisor and provide visionary and proactive leadership in the development, implementation and direction of the District's internal and external communications, marketing and media relations, and community engagement programs and services; work collaboratively with District administration and key stakeholders to establish and guide the vision of the Office of Communications and Community Engagement; supervise and evaluate the performance of assigned staff; perform related duties as assigned.

EXAMPLES OF DUTIES

The classification specification does not describe all duties performed by all incumbents within the class. This summary provides examples of typical tasks performed in this classification.

- Develop, implement and direct the District's internal and external communications, marketing and media relations, and community engagement programs and services; assure District communications are in alignment with the mission, vision, and values of the Board of Education and Superintendent of Schools. **E**
- Serve as a public relations and community engagement strategist and principal advisor to the Superintendent of Schools regarding District initiatives, goals and priorities with a focus on forward-looking messaging and strategic communications planning. **E**
- Plan and direct comprehensive marketing and media processes including press releases, media relations, community outreach, social media, websites and other outlets; create daily media coverage and enhance the understanding, transparency, awareness and support of the District's strategic goals, operations and programs. **E**
- Serve as chief spokesperson for the District; coordinate press conferences and the release of information to the media and the public; advocate for District positions and initiatives; issue or direct the issuance of official statements on behalf of the District. **E**
- Direct a vision-focused, service-oriented, cohesive team of professionals across all aspects of media, internal and external communications, community outreach, web design, public relations, and marketing. **E**
- Coordinate and implement the District's crisis communication plan; respond to situations as they occur; assure a responsive, coordinated effort is communicated internally and externally to the media and stakeholders. **E**

- Develop and provide strategic leadership to a visionary and proactive community engagement program promoting public education and functions and services of the District utilizing business, philanthropic and community resources. *E*
- Enhance community engagement and support for public education and the District in collaboration with the Superintendent of Schools, District administration and the Board of Education. *E*
- Research and implement innovative approaches for the development of culturally sensitive and results-driven outreach and communication strategies designed to meet the diverse needs and concerns of the District's families and communities. *E*
- Identify and develop effective communication strategies related to community and stakeholder issues and concerns; interact with varied stakeholder groups and represent the Superintendent of Schools and District administration at a variety of community functions and other events. *E*
- Oversee, implement and direct a marketing program that enhances the District's image in the eye of the public, elected officials, and corporate community; develop and maintain brand image, positioning and messaging for the District. *E*
- Oversee and direct the development of a variety of opinion polls; solicit feedback from stakeholders through formal and informal means; analyze survey and feedback results and recommend appropriate public relations and marketing strategies. *E*
- Supervise and evaluate the performance of assigned staff; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions. *E*
- Promote the development of staff to assure the perpetuation of a professional work force; provide for planned development of successors for department positions; encourage staff participation in educational and training programs. *E*
- Develop and prepare departmental budgets; analyze and review budgetary and financial data; authorize and control expenditures in accordance with established limitations. *E*
- Develop and direct the implementation of policies, procedures and standards; establish priorities; advise the Superintendent of Schools and District administrators of unusual trends or issues and recommend appropriate corrective action. *E*
- Direct the preparation and maintenance of reports, records and files related to assigned activities; compile data and prepare detailed reports regarding assigned activities. *E*
- Attend and participate in a variety of meetings, conferences and trainings; serve on assigned committees; conduct presentations as requested. *E*
- Operate office equipment including a computer and assigned software; drive a personal vehicle to conduct work. *E*
- Perform related duties as assigned.

Note: At the end of some of the duty statements there is an italicized "E" which identifies essential duties required of the classification. This is strictly for use in compliance with the Americans with Disabilities Act.

DISTINGUISHING CHARACTERISTICS

The Chief Communications and Community Engagement Officer provides visionary and proactive leadership in the development, implementation and direction of the District's internal and external communications, marketing and media relations, and community

engagement programs and services. An incumbent serves as an advisor to the Superintendent of Schools, District administration, and the Board of Education regarding strategic communications planning and assures communications are in alignment with the mission, vision and values of the District.

EMPLOYMENT STANDARDS

Knowledge of:

Principles, methods, techniques and strategies of preparing and disseminating communications and media for a large public sector organization.

Development, implementation and direction of internal and external communications, marketing and media relations, and community engagement programs and services.

Comprehensive marketing and media processes including press releases, media relations, community outreach, social media, and websites.

Strategic planning and project management techniques.

Issues and challenges facing large, diverse, urban school districts.

Contemporary public education trends and issues.

Structure and operations of public schools.

Diverse needs and concerns of individuals from varying socioeconomic and cultural backgrounds.

Evaluation, survey research and planning methodologies.

Principles and practices of administration, leadership, supervision and training.

Fiscal accountability and budget preparation and control.

Applicable laws, codes, rules and regulations related to assigned activities.

Record-keeping and report preparation techniques.

Oral and written communication skills.

Operation of a variety of office equipment including a computer and assigned software.

Interpersonal skills using tact, patience and courtesy.

Public speaking techniques.

Ability to:

Develop and implement a comprehensive internal and external communications program including marketing, media relations, and community engagement programs and services.

Oversee and guide complex and sensitive communications processes resulting in strong community engagement.

Cultivate and sustain strategic partnerships including community-based organizations, government agencies and the public sector.

Develop communications for a variety of diverse constituencies including parents, staff, and the public.

Work independently in a variety of situations requiring extensive contact with public leaders, media representatives, community members and special interest groups.

Serve as the chief spokesperson for the District and work proactively with the media to establish influential and productive working relationships.

Demonstrate empathetic listening, sensitivity, and interpersonal skills with individuals from varying cultural and socioeconomic backgrounds.

Establish and maintain cooperative and effective working relationships with others. Interpret, explain and apply applicable laws, codes, rules and regulations related to assigned activities.

Accept and carry out responsibility for direction, control and planning.

Develop and implement long-term strategic plans and goals.

Analyze situations accurately and adopt an effective course of action.

Supervise and evaluate the performance of assigned personnel.

Maintain confidentiality of sensitive and privileged information.

Evaluation, survey research and planning methodologies.

Develop and monitor budgets.

Prepare and direct the preparation of a variety of comprehensive narrative and statistical reports.

Direct the establishment and maintenance of records and files.

Prepare and deliver oral presentations.

Communicate effectively both orally and in writing.

Plan and organize work.

Operate a variety of office equipment including a computer and assigned software.

Education and Training:

Bachelor's degree in public relations, journalism, communications, marketing or a related field. A Master's degree in one of these disciplines is highly desirable.

Experience:

Seven years of management experience in a school district, institution of higher education, or public agency involving administration of a comprehensive communication program including internal and external communications, marketing and media relations, and community engagement.

Experience communicating effectively, both orally and in writing, in Spanish is highly desirable.

Any other combination of training and experience that could likely provide the desired skills, knowledge or abilities may be considered.

SPECIAL REQUIREMENTS

Positions in this class require the use of personal automobile and possession of a valid California class C Driver's license.

WORKING ENVIRONMENT

Office environment.

Driving a vehicle to conduct work.

Occasional evening and variable hours.

PHYSICAL DEMANDS

Dexterity of hands and fingers to operate office equipment.
Sitting or standing for extended periods of time.
Seeing to read a variety of materials.
Hearing and speaking to exchange information and make oral presentations.

AMERICANS WITH DISABILITIES ACT

Persons with certain disabilities may be capable of performing the essential duties of this class with or without reasonable accommodation, depending on the nature of the disability.

APPOINTMENT

In accordance with Education Code Section 45301, an employee appointed to this class must serve a probationary period of one year during which time an employee must demonstrate at least an overall satisfactory performance. Failure to do so shall result in the employee's termination.

The Board of Education acted on 5/17/2021 to designate this class as senior management in accordance with California Education Code sections 45108.5 and 45256.5.

PCA: 5/06/2021