



CHIEF COMMUNICATIONS OFFICER JOB DESCRIPTION

JOB TITLE: Chief Communications Officer
REPORTS TO: Superintendent of Schools
LOCATION: Education Support Services

FLSA STATUS: Exempt
PAY GRADE: AD11
DAYS: 260
JOB ID & DATE: ADM-84 | April, 2023

JOB PURPOSE SUMMARY

The Chief of Communications is responsible for all district-wide communication and marketing as well as National, state, and local media coverage. This position will utilize effective communication methods and tools to ensure internal and external stakeholders are not only informed but engaged in Adams County School District 14's mission, strategic goals, objectives, priorities, and outcomes. This position will lead and direct all internal and external communication, media relations programs, and marketing programs in support of the District's mission and goals. This position is directly responsible to the Superintendent of Schools

REQUIREMENTS

Education Level Details

Bachelor's degree in communications, journalism, marketing, public relations, English, public administration, or related field.

Master's degree from an accredited college or university in education, public administration, or related field. preferred.

License / Certification Required

A valid driver's license that allows the applicant/employee to legally operate a motor vehicle

Work Experience Required

Five (5) years of successful supervisory experience related to the administrative position.

Ten (10) years of increasingly responsible private or public experience

Experience with the principles and practices of media relations, marketing, and journalism.

Other Skills and Abilities Required

Knowledge of public relations practices, procedures, techniques, and terminology.

Knowledge of educational needs, goals, and objectives of the District.

Knowledge of proactive strategies to support communications

Knowledge of effective communications, media relations, and marketing to support an aligned vision and a positive relationship with the media and press.

Knowledge of District organization, operations, policies, and objectives.

Knowledge of policies and objectives of assigned programs and activities.

Ability to meet with media and press outlets and establish open lines of communication

Represent the District as the spokesperson and promote District educational priorities

Ability to interpret, apply, and explain rules, regulations, policies, and procedures.

Ability to establish and maintain cooperative and effective working relationships with others.

Ability to analyze situations accurately and adopt an effective course of action.

Ability to prepare comprehensive narrative and statistical reports.

Demonstrated ability to maintain a high level of initiative.

Possess superior writing, editing, verbal, and interpersonal skills, especially in communicating complex policies and practices to varied audiences.

Ability to work cooperatively with the media, Adams 14 Board of Trustees, and all levels of District employees, students, community partners, and the public.

Ability to exemplify integrity, candor, and high ethical conduct.

Bilingual (Spanish) is highly preferred.

KEY FUNCTIONS, ESSENTIAL DUTIES AND RESPONSIBILITIES

District

- Develops and directs a comprehensive communications program to support the District's mission and goals.
- Serves as the spokesperson for Adams 14 through all appropriate channels, including community outreach, broadcast media, the internet, and social networks such as the use of Twitter, Facebook, Podcasts, and other next-generation social media formats.
- Contributes leadership to the organization beyond assigned accountabilities to champion the Adams 14 mission, vision, and strategic plan, including the development and management of a strategic plan for communications, media relations, and marketing.
- Directs the writing and editing of speeches, scripts, articles, reports, proclamations, resolutions, and correspondence for the Adams County School District Board of Trustees Board Members, the Superintendent of Schools, and senior staff.
- Prepares and directs the writing, design, production, and/or distribution of publicity brochures, newsletters, booklets, flyers agendas, invitations, and multimedia programs.
- Manages media relations; including working with media to inform the public of an organization's mission, policies, and practices in a positive, consistent, and credible manner; coordinating directly with persons responsible for producing the news and features in the mass media; building the critical and necessary organizational relationships with members of the press and media.
- Provides and implements consistent communication strategies to support multicultural outreach to diverse District communities and external stakeholders.
- Initiates the use of broadcast, internet, intranet, and other mass media, next-generation communications channels to support consistent information, messaging, consensus building, and community understanding of issues related to the Adams County School District challenges and success.
- Utilizes electronic communications tools, including Web presence and social media to keep the community informed about and engaged in District priorities, policies, practices, challenges, and opportunities.

- Establishes internal communications channels as appropriate to support a robust and consistent messaging environment throughout the district that aligns with and extends the District's mission, vision, and strategic plan.
- Leverages internal communications channels to support organizational change management initiatives as appropriate.
- Facilitates and supports the effectiveness and efficiencies of communications efforts within District schools, divisions, departments, and other areas.
- Assists and advises schools and District departments regarding internal and external strategic communication and marketing programs to support the increased capacity of the organization to actively market programs and inform media outlets of school-based activities.
- Directs and assists with writing, designing, producing, and/or distributing marketing materials and collateral items such as brochures, announcements, newsletters, presentations, white papers, booklets, flyers, agendas, website content, invitations, and multimedia programs.
- Design templates for schools and departments to facilitate ease of creating marketing material while maintaining visual and brand consistency.
- Ensures successful application of District brand and image standards by establishing a consistent "brand" and image strategy for Adams 14; supporting and expanding the brand throughout available channels to promote the District interests and ensure public awareness of the success of the District.
- Provides proactive and strategic media relations, marketing, and communications counsel for District leadership, ensuring that potential public relations concerns and issues are identified and addressed.
- Establishes and coordinates a public relations campaign that leverages the District's position as an education leader in the state/nation to enhance the stature, visibility, and presence of the School District and its team members in the community to support the positive image of the Board of School Trustees.
- Develops and implements crisis communication plans to effectively respond to emergencies, ensure target audiences are reached through appropriate venues, and inform the media.
- Generates awareness and support across the diverse stakeholder communities for the District's innovations, transformational strategies, and evolving educational and business practices.
- Establishes feedback and monitoring mechanisms to measure and track the status of the District's image throughout stakeholder communities.
- Develops and prepares the annual preliminary budget for communication, media relations, and marketing; analyzes and reviews budgetary and financial data; controls

and authorizes expenditures; and analyzes outcomes to determine the positive return on investment.

- Directs the preparation and maintenance of a variety of narrative and statistical reports, records, and files related to media relations, personnel, and assigned duties.
- Ensures department activities comply with established laws, codes, regulations, policies, and procedures.
- Supervises and evaluates the performance of assigned staff.
- Perform other duties related to the position, as assigned.

Budget and/or Resource Responsibilities

- Participate in the department budget-building process.
- Contribute to collaborative decision-making regarding the purchase of resources.

SUPERVISORY RESPONSIBILITIES

Supervision of direct reports that may include support and tech, paraprofessionals, administrators, and others in the Communications department.

PHYSICAL REQUIREMENTS/WORKING CONDITIONS

Mental Demands: This position is “high profile,” and may be responsible for handling highly charged public situations as well as interacting with the press. Work with frequent interruptions, maintain emotional control under stress

Physical Demands and Environmental Factors: 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 or national travel

Tools and Equipment Used: Standard office equipment including personal computers 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 40 pounds)

Location: Work is performed in classrooms, offices, workstations, and meeting rooms. May work prolonged or irregular hours and must be able to maintain control under stress. The position may require the employee to work some evenings and weekends. The individual must be able to work remotely in the event of a district shutdown or other situation.

Employee Printed Name: _____ Employee ID Number: _____

Signature: _____ Date: _____