

CHIEF COMMUNICATIONS AND COMMUNITY ENGAGEMENT OFFICER

DEFINITION:

Under the direction and general supervision of the District Superintendent, provides leadership and direction for the district's public relations and marketing programs, community engagement, media relations, internal and external communications, and corporate and governmental relations on a local, state, and national basis. Serves as public relations counsel to the Board of Education, Superintendent, Superintendent's Cabinet, and Leadership staff. Communicates the district's vision, mission, goals, objectives, results, and challenges to parents, staff, and the community. Assists with coordinating policies and procedures that promote and maintain effective relationships and understanding between the District and community. Provides leadership and direction for the effective and efficient day-to-day operations of public relations (media relations, internal/external communication, and strategic marketing). Coordinates and develops local and regional partnerships to support community engagement and student achievement.

QUALIFICATIONS:

Education: Bachelor's degree in communications, English, public relations, journalism, marketing, or related field. Qualifying experience may be substituted for education on a year-for-year basis. Master's degree or equivalent experience and professional development in communications, marketing, public policy administration, or related field preferred.

Experience: Four years experience in public relations and marketing management strategy development, preferably with experience communicating complex/sensitive issues to the public-at-large. Experience in a public education setting is desirable.

KNOWLEDGE OF:

- Current public education trends, issues, and research.
- Current technology and best practices in public relations, marketing, communications, community relations, and public affairs.
- Brown Act, laws related to freedom of press, and free access to public information.
- Communication with diverse stakeholder groups.
- Correct English usage, grammar, spelling, punctuation, and vocabulary.
- School district organization, operations, policies, laws, and objectives.
- Interpersonal skills using tact, patience, and courtesy.
- Effective oral and written communication skills, including public speaking.
- Principles and practices of management, supervision, training, and budgeting.
- Evaluation approaches, strategies, and techniques.
- Community relations and outreach.
- Crisis management.
- Leadership messaging.
- Conflicts of interest and privacy rights.
- FERPA and campus access rights.

DISTINGUISHING CHARACTERISTICS:

- Incumbents of positions in this class require a wide knowledge of the policies and operations of the office in which they work and must be able to apply this knowledge in the performance of their assigned tasks and to relate this information to internal and external audiences.
- Incumbents of positions in this class may perform any combination of the essential functions shown below.

TYPICAL DUTIES AND RESPONSIBILITIES:

- Communicate and represent the district's vision, mission, and goals, internally and externally, as designated by the Superintendent.
- Build and maintain public support for public education and the school system in collaboration with the Superintendent, Superintendent's Cabinet, and administration.

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- Develop, direct, and evaluate the district's public relations, marketing, communications, and community engagement strategy; execute effective campaigns/programs on a local, state, and national basis, with major emphasis on employee communications and communications between the district and the community.
- Serve as public relations counsel and advisor to the Superintendent and Board of Education and serve on the Superintendent's Cabinet.
- Provide professional public relations counsel and assistance to administration.
- Identify community issues and concerns and develop strategies for dealing with them effectively and proactively.
- Interact with diverse stakeholder groups, and represent the Superintendent as needed.
- Serve as the Superintendent's representative and liaison to community leaders and groups when directed.
- Plan and administer district-wide functions as designated by the Superintendent.
- Develop and monitor program's annual objectives, performance measures, and budgets.
- Develop communication strategies, tactics, and action plans for all major District initiatives, and serve as a public relations consultant to key district committees and task forces.
- Work collaboratively with administrators, staff members, and community volunteers in planning/developing public relations programs and strategies for both one-way and two-way communications with diverse constituents.
- Serve as a liaison between the district and the media, and serve as the district's chief spokesperson. Develop, coordinate, and monitor the crisis communication plan and implementation.
- Develop and maintain working relationships with community leaders, organizations, and members of the media.
- Develop processes and systems for garnering public input, feedback and support on key initiatives and issues.
- Develop and maintain brand image, positioning, and messaging for the District.
- Develop district-wide advertising and public relations campaigns and collateral materials to market FCUSD.
- Manage the development and production of district news and marketing communications, including print and electronic publications, collateral materials, presentations, website content, social networking sites such as Twitter and Facebook, new media productions, advertising, media relations, and television broadcasts for staff and the community.
- Provide training on a variety of topics, including public engagement, marketing, and media.
- Plan, develop, and maintain effective processes and channels of communication with internal and external audiences.
- Develop, manage, and set guidelines for website, mass notification, and social media.
- Supervise and evaluate classified personnel as assigned.
- Provide technical support to school sites in the creation of a welcoming school environment component, including customer service and marketing district and school programs.
- Coordinate and develop local and regional partnerships to support community engagement in vital District initiatives and to improve student achievement.
- Oversee implementation of a coordinated volunteer initiative to increase volunteers and resources to local schools, including matching volunteers to opportunities.
- Represent FCUSD at community, state, and national functions, as requested by the Superintendent.
- Organize and plan regular meetings of various FCUSD advisory groups.
- Make the community aware of FCUSD needs and goals; oversee fund development, corporate and philanthropic grants management, and in-kind donations.
- Develop processes and systems for garnering public input and support on key initiatives and issues.
- Communicate to the public the rationale for Superintendent and Board of Education decisions.

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- Keep abreast of innovative trends in curriculum and instructional delivery, students' success, educational research, school improvement and family and community involvement.
- Build capacity of FCUSD administrators and departments in communications by providing training on a variety of topics, including public engagement, marketing, and media.

ABILITY TO:

- Develop and implement comprehensive public relations strategies and activities.
- Generate print, social, and broadcast media coverage.
- Translate education objectives into broad terms of public understanding and circulation.
- Maintain confidentiality of district information.
- Prepare and deliver oral presentations.
- Serve as a spokesperson for the district.
- Establish and maintain cooperative and effective working relationships with others.
- Work independently with little direction.
- Communicate effectively, both orally and in writing.
- Read, interpret, apply, and explain rules, regulations, policies, and procedures.
- Analyze situations accurately and adopt an effective course of action.
- Plan and organize work to meet schedules and timelines.
- Prepare comprehensive narrative and statistical reports.
- Supervise and evaluate the performance of assigned staff.
- Operate a computer and related software and technologies.
- Meet state and district standards of professional conduct as outlined in Board Policy.

PHYSICAL REQUIREMENTS:

Physical Abilities include the usual and customary methods of performing the job's functions and require the following physical demands: occasional lifting, carrying, pushing and/or pulling; some climbing and balancing, some stooping, kneeling, crouching; reaching, handling, touching and/or feeling; manual dexterity to operate a telephone and enter data into a computer.

Significant physical abilities include ability to sit at a desk, conference table, or in meetings of various configurations for extended periods of time; see and read, with or without visual aids, laws and codes, rules, policies and other printed matter, computer screens and printouts; hear and understand speech at normal room levels and hear and understand speech on the telephone; speak in audible tones so that others may understand clearly in normal conversations.

WORK ENVIRONMENT:

- The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- The noise level in the work environment is usually moderate.
- Employees in this position will be required to work indoors in a standard office environment and come in direct contact with district staff and the public.