

Chief Communications Officer

DEPARTMENT:	Community Relations and Development	REPORTS TO:	Superintendent
ANNUAL WORKDAYS:	12 months	COMPENSATION:	Administrative Salary Schedule
FULL/PART TIME:	Full time	FLSA STATUS:	Exempt

Position Description

Lead communications, community relations, development, and marketing efforts for the Kirkwood School District. Collaborate to create and execute a strategic vision for the district's message and image, both internally and externally with key audiences (e.g., community, employees, students, media, donors). Manage a team of communications and development professionals to ensure effective marketing and public relations as well as fundraising efforts. Advise and influence reputation management efforts for the district, including overseeing media relations, media and social media monitoring, issues management, and crisis communications. Regularly involves sharing critical or sensitive information with others.

Task Title	Essential Job Functions	Percent of Time Spent
Strategic Communications	<ul style="list-style-type: none"> Establish strategic objectives for the district and advise and direct efforts at the building level. Accountable for developing strategies and reporting on goal progress. Ensure key messages are reflected in all communications, both internal and external. Present to the Board of Education on applicable topics. Advise senior leadership on practices and processes for communicating key initiatives. 	25%
Issue Management and Crisis Communications	<ul style="list-style-type: none"> Proactively manage issues to minimize risk to district reputation, working in collaboration with others on the leadership team. Lead response to critical incidents and disruptions that could endanger the reputation of Kirkwood Schools. Coordinate with legal, security and other departments to craft appropriate messaging. Requires 24-hour on call availability to respond. 	15%
Supervision and Management	<ul style="list-style-type: none"> Manage a team of communications professionals. Provide direction to ensure departments function effectively and meet the needs of the District. Ensure policy is followed in case of personnel issues or concerns. Evaluate direct reports. Provide final approval of all promotional/marketing internal and external materials including print, digital and broadcast. 	15%

Task Title	Essential Job Functions	Percent of Time Spent
	<ul style="list-style-type: none"> ● Manage Community Relations and Development department budget ● Coordinate with vendors who have contracts with the District that relate to the department and oversee relevant competitive bidding processes. 	
Community Relations and Development	<ul style="list-style-type: none"> ● Oversee customer relations. ● Coordinate with volunteer organizations supporting schools to assist in their success. ● Serve as liaison and main point of contact for Kirkwood School District Foundation (KSDF). ● Ensure implementation of memorandum understanding with Foundation as it relates to executive direction. ● Support and promote events organized by KSDF. ● Oversee alumni relations and related events across all schools. ● Coordinate with outside and community organizations to foster positive relationships with the District. 	15%
Media Relations	<ul style="list-style-type: none"> ● Serve as a single point of contact for all media inquiries and official spokesperson of the district. ● Coordinate all interviews, prepare talking points and prep staff for interviews to ensure consistency in messaging, and oversee any appearances by media on campus. ● Foster and maintain strong relationships with local media. 	10%
Executive Communications	<ul style="list-style-type: none"> ● Create content for senior leadership, including Superintendent and Board President. ● Write speeches and coordinate and advance events and speaking engagements. ● Train leadership on District brand, communication processes, and best practices. 	8%
Legislative Affairs	<ul style="list-style-type: none"> ● Foster a positive relationship with government officials. ● Track legislation that may affect Kirkwood School District and ensure communication with legislators and liaisons on the impacts. ● Coordinate visits from county, state, or federal officials. ● Respond to or coordinate legislative inquiries. 	6%
Event Management	<ul style="list-style-type: none"> ● Organize and coordinate special events of interest to the District. ● Collaborate with stakeholders and other departments to ensure shared ownership. ● Coordinate pre-event planning, oversee event operations, and handle post-event evaluation. 	6%

The intent of this job description is to provide a representative description of the types of duties and responsibilities required for this position. Employees may be asked to perform other job-related duties as assigned.

Supervisory Responsibilities

- **Supervisory Responsibility:** Multiple departments including CRD and the Copy Center.
- **Supervisory Activities:** Budgeting, Buying, Developing or coaching, Directing, Disciplining, Evaluating Performance, Hiring, Orienting or Onboarding, Promoting, Scheduling, Terminating, Training, Approving timecards or time off requests
- **Budget Signing Authority:** \$230,000
- **Decision-making Authority:** Decisions impact a functional area or department

Qualifications

Required

- **Education:** Bachelor's degree in English, business, marketing, public relations, communications, journalism, or related field
- **Previous Work-Related Experience:** 10-15 years in marketing and communications
- Valid Missouri driver's license

Preferred

- Previous team or department management experience
- Marketing and communications skills and past experience, such as video production, graphic design, digital content management, and/or writing/editing

Knowledge & Skills

Knowledge

- **Basic Knowledge:** Health Services
 - Education/Training: Principles and methods for curriculum and training design, teaching and instruction, and measuring training effects.
 - Safety/Security: Equipment, policies, and procedures for the protection of people, data, property, and the organization.
 - Health Services: Treating and preventing disease and improving and preserving physical and mental health and well-being.
- **Intermediate Knowledge:** Accounting, Human Resources
 - Accounting: Accounting principles, practices, and the analysis and reporting of financial data
 - Human Resources: Principles and procedures for staff recruitment, selection, training, compensation and benefits, labor relations, and HR information systems.
- **Advanced Knowledge:**
 - Administrative: Administrative and office procedures, functions, and basic office tasks
 - Computers/IT: Electronic equipment, and computer hardware and software, including social media applications and tools for communications and marketing.
- **Expert Knowledge:**
 - Customer and personal service: Principles and processes for providing customer and personal services.
 - Management: Business/management principles involved in strategic planning, resource allocation, leadership, and coordination of people and resources.
 - Law/government: Relevant local, state, and national laws and government regulations including KSD Board of Education policy
 - Communications and Public Relations, Crisis Response and Planning, Video Production

Skills

- **Constantly (More than 5.6 hours or 69% of the day):** Reading Comprehension, Speaking, Writing, Active Learning, Active Listening, Critical Thinking, Time Management, Coordination, Persuasion, Social Perceptiveness, Complex Problem Solving, Judgement/Decision-Making, Systems Analysis, Systems Evaluation
- **Frequently (Between 2.6 hours and 5.5 hours or 33% to 68% of the day):** Learning Strategies, Monitoring, Management of Personnel Resources, Management of Financial Resources, Management of Material Resources, Negotiation, Service Orientation
- **Occasionally (Up to 2.5 hours or 32% of the day):** Mathematics, Science, Instructing, Equipment Selection, Technology Design, Troubleshooting
- **Rarely (Less than 1 hour or 12% of the day):** Equipment Maintenance, Programming, Quality Control Analysis, Repairing

Working Conditions

Physical Demands

- **Constantly (more than 5.6 hours or 69% of the day):** Sitting, Finger Dexterity, Hearing, Color Vision
- **Occasionally (Up to 2.5 hours or 32% of the day):** Standing, Walking, Balancing, Multi-limb coordination
- **Rarely: (Less than 1 hour or 12% of the day):** Carrying/Lifting, Climbing, Reaching, Repetitive Motion

Mental and Psychological Demands:

- *High demands:* The job requires significant mental effort and involves high levels of stress (e.g., Frequent need to deal with difficult customers or manage emotions when interacting with others, often works under tight deadlines, exposure to public criticism, regularly requires extended periods of concentration on complex tasks).

Work Type/Physical Demands

- *Light work:* Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for sedentary work and the worker sits most of the time, the job is rated for light work.

Working Environment

- *Everyday risk and discomfort level:* The environment involves everyday risks or discomforts that require normal safety precautions typical of such places as offices, meeting and training rooms, libraries, residences, or commercial vehicles, e.g., use of safe work practices with office equipment, avoidance of trips and falls, observance of fire regulations and traffic signals. The work area is adequately lighted, heated, and ventilated.

EEO Statement

Kirkwood School District is an Equal Opportunity Employer and does not discriminate on the basis of race, color, religion, national origin, age, disability, or sex, including pregnancy, sexual orientation, and gender identity and other characteristics protected by law.

Last Updated: 2024-03-04