

Chief Communications Officer (effective July 1, 2023)

Duties and Authority

The Chief Communications Officer (CCO), under the direction of the Superintendent, must provide leadership for creating and implementing district-wide communications and public relations operations, services and strategic planning, direct media relations, website content, community relations services, strategic publications, drafting and reviewing administrative and/or Board communications, emergency and safety related messaging, public engagement and community outreach to meet district needs. The CCO will serve as the District's FOIA Officer.

Administrative Relationship

The Chief Communications Officer is employed by the Board of Education and reports to the Superintendent of Schools.

Qualifications

The Chief Communications Officer must have a Bachelor's Degree (MA preferred) in Journalism, Public Relations or related field of study, and a minimum of five years' experience in public relations or communication environment. Accreditation in Public Relations is preferred.

Evaluation

The Superintendent shall annually evaluate the Chief Communications Officer and make employment and salary recommendations to the Board of Education.

Compensation and Benefits

The Board of Education and the Chief Communications Officer shall enter into an employment agreement that conforms to Board policy and State law. The Board will consider the Superintendent's recommendations when setting compensation for the Chief Communications Officer. These recommendations will be presented to the Board no later than the June Board meeting.

Terms of Employment

The work year for the Chief Communications Officer shall be the same as the District's fiscal year, July 1 through June 30. In addition to legal holidays, the Chief Communications Officer shall have vacation periods as approved by the Superintendent.

Adopted: 07/18/16
Reviewed: 03/05/21; 9/14/22
Revised: 03/20/23