

Dry Creek Joint Elementary School District
Job Description

POSITION TITLE: CHIEF COMMUNICATIONS OFFICER

Classification:	Management	Work Year:	237 Days
Department:	Superintendent	Board Approval:	February 7, 2019
Reports To:	Superintendent	Revision:	
Salary Range:	C25		

BASIC FUNCTION:

Under the direction of the Superintendent, the Chief Communications Officer serves as district spokesperson, district media liaison, and coordinator of communications and public relations; plans and organizes special events to enhance public relations; assists in enhancing the public relations and effective communications practices of staff as assigned; creates and prepares a variety of publications and materials; manages the District electronic web presence, marketing, and social media; trains and/or supervises the performance of assigned personnel; coordinates grant proposal development.

REPRESENTATIVE DUTIES:

- Leads communications and public relations; provides strategic planning and implements public, employee and media relations strategies.
- Develops and manages the districts strategic communications plan.
- Leads and oversees the development, design, and production of publications including but not limited to visual presentations, internal and external web sites, social media, newsletters, brochures, digital marketing, advertising, and surveys.
- Analyzes district communication data for effectiveness and coverage and provides leadership in improving the process.
- Leads, develops and maintains District internal and external Web Compliance to meet the requirements of Americans with Disabilities Act.
- Leads, plans, and organizes special events, activities, and marketing to enhance District public relations.
- Executes effective communication campaigns and programs.
- Leads marketing activities.
- Responds to public records/information requests from internal and external sources.
- Serves as communication/media liaison between all media and the District.
- Creates and maintains media contact list.
- Prepares and distributes news releases, arranges media interviews and conferences, and responds to media requests for information.
- Leads training to enhance public relations and communication practices of staff; leads professional development for administrators and district employees in understanding and developing techniques for interacting with the media, public and others.
- Arranges and assists schools and departments in coordinating media coverage; prepares and distributes media releases and story pitches highlighting school and District programs and successes.
- Develops, coordinates, and evaluates the districts public relations, marketing, communications and public affairs strategy.
- Researches and writes articles and speeches for use by the Superintendent, Board of Education members, and other staff as needed.
- Provides support to the Superintendent in completing projects as assigned to meet the needs of school sites, District departments and the Board of Education.
- Attends Board of Education meetings as assigned and advises the governing board and administration on matters relating to community attitudes toward the district and its programs.
- Coordinates and develops vendor partnerships supporting District communication initiatives.
- Participates in the development of the annual preliminary budget for communications and public relations in the district; analyzes and reviews budget and financial data on an ongoing basis and maintains appropriate expenditures in accordance with established limitations.
- Supports the emergency preparedness, crisis planning and response needs of the District.

- Assists in updates and revisions of Board Policies and Administrative Regulations.
- Represents DCJESD at community functions and on committees.
- Plans, organizes, publicizes, and attends various district related informational events, recognition programs and competitions.
- Prepares, processes, and accesses confidential information that is used to contribute to the development of management positions with respect to employer-employee relations.
- Prepares labor negotiations communication and strategy development.
- Leads, prepares and manages grant funding proposals.
- Coordinates and collaborates with pertinent staff on grant applications.
- Performs other related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

- Excellent verbal, written and interpersonal communication skills;
- Excellent English usage, spelling, grammar, punctuation, and composition;
- Current technology for performance of duties; including graphics design and current publication/print software;
- Excellent analytical and critical thinking skills and ability to use good judgment when making independent decisions;
- Current and emerging video and multimedia production procedures, best practices, methods, techniques and terminology;
- Professional video editing software;
- Innovative trends in multimedia communications;
- Principles, methods, procedures, and strategies concerning a public information, communications, and community relations program within a public school;
- Legal mandates, California Education Codes, policies, regulations and guidelines pertaining to the distribution of news and public information;
- Public Relations' Code of Ethics;
- Social media applications;
- Copyright laws;

ABILITY TO:

- Develop and maintain effective working relationships with District staff, Board members, news media, and the general public;
- Exercise independent discretion and good judgment;
- Operate professional video productions and editing equipment;
- Work independently with minimal direction or supervision;
- Stand and/or sit for extended periods of time;
- Enter data into a computer and operate standard office equipment for extended periods of time;
- See and read a computer screen and printed matter with or without vision aids;
- Speak so that others may understand at normal levels and on the telephone with or without hearing aids;
- Hear and understand at normal levels and on the telephone with or without hearing aids;
- Stand and/or walk on hard and/or uneven surfaces for extended periods of time;
- Bend, squat, and/or stoop for brief periods of time;

EDUCATION AND EXPERIENCE:

- Bachelor's Degree in public relations, journalism, communications or a related field, or equivalent experience in education or business environment. Postgraduate course work preferred.
- Five years of increasingly responsible experience in public relations, communications, journalism or a related field preferred.

LICENSES AND OTHER REQUIREMENTS:

- Valid California driver's license; provide personal automobile.

WORKING CONDITIONS:**ENVIRONMENT:**

- General office environment.
- Normally located in a work environment with light physical qualifications and requirements.
- Employees in this position primarily will work indoors in an office environment during the course of the required work schedule.
- Driving a vehicle to conduct work at school sites or in the community is frequently required.
- Employees in this position will come in direct contact with school site staff, students, parents, and the public.
- Duties and responsibilities may occur outside school buildings and facilities on the school campus and may occur outside of normal business hours.

PHYSICAL ABILITIES:

- Ability to lift 25 lbs. maximum or carry any object weighing up to 15 lbs.