



GENERAL INFORMATION

<i>TITLE</i>	Chief Communications Officer
<i>DEPARTMENT</i>	Administration
<i>LICENSURE/CERTIFICATION</i>	Maintains Accreditation in Public Relations (APR)
<i>ENDORSEMENT</i>	Not Applicable
<i>CLASSIFICATION</i>	Administration
<i>FLSA STATUS</i>	Exempt
<i>REPORTS TO</i>	Superintendent
<i>SUPERVISORY RESPONSIBILITIES</i>	Communications Coordinator
<i>PRIOR EXPERIENCE</i>	Minimum five years of progressively responsible experience in communications, public relations or organizational strategy, preferably in education or public-sector environments.
<i>QUALIFICATIONS</i>	Demonstrated success leading high-impact strategic communication initiatives and advising executive leadership. Exceptional written, verbal and interpersonal communication skills, with the ability to distill complex issues into clear, compelling messaging. Strong analytical skills and experience using data and research to guide communication strategies. Demonstrated proficiency in communication technologies, digital engagement platforms and emerging media. Ability to lead teams, manage multiple strategic priorities and perform effectively under tight deadlines. Proven ability to work effectively with diverse internal and external stakeholder groups. High-level crisis communication expertise and experience serving as organizational spokesperson. Accreditation in Public Relations (APR) preferred.
<i>EVALUATION</i>	Evaluated by the Superintendent and/or other certified evaluators using the agreed upon evaluation tool. This includes formal observation of job performance, inclusion of informal observation data, an artifact file, and other sources of data. The evaluation cycle for the Chief Communications Officer shall be one school year.

JOB GOAL

To provide visionary leadership and strategic direction for all district communications and community relations efforts. The Chief Communications Officer ensures transparent, consistent and effective communication with all stakeholders, strengthens the district’s brand and reputation, anticipates and manages issues proactively and partners with district leadership to advance organizational priorities through integrated communication strategies.

MAJOR DUTIES & PERFORMANCE RESPONSIBILITIES

The criterion indicated below are intended to describe various types of work that may be performed. The exclusion of specific responsibilities does not prohibit them if the work is similar, related, or a logical task of the position. Other duties may be assigned.

Strategic Leadership and Executive Advisory

- Lead the design, execution and continuous refinement of a comprehensive, multi-year district communications and engagement strategy
- Serve as chief advisor to the Superintendent and Board of Education on strategic messaging, public perception and stakeholder communication needs
- Lead districtwide strategic planning communications, including monitoring, reporting and publicly communicating progress on strategic goals
- Provide guidance to senior administrators on communication approaches that support district priorities and anticipate potential issues

Brand and Message Development

- Develop and steward the district’s brand identity, ensuring consistency of message, tone and visual presentation across all platforms
- Craft high-level messaging for major initiatives, policy decisions, Superintendent communications and Board updates
- Oversee creation and distribution of newsletters, digital content, internal communications and multimedia storytelling to strengthen public understanding of district progress and needs

Media Relations and Public Affairs

- Serve as the primary spokesperson for the district
- Foster strong relationships with media outlets, initiate proactive story placement and manage media response strategies
- Oversee preparation and approval of press releases, media statements and feature stories
- Provide media training to district and school leaders to ensure preparedness for interviews and high-visibility communication responsibilities

Crisis and Issues Management

- Lead all crisis communication planning, readiness and real-time response efforts, ensuring rapid, accurate and empathetic communication during emergencies
- Maintain and enhance the district's crisis communication protocols, tools and alert systems

Digital Strategy and Public Engagement

- Oversee all digital communication channels, including website, social media and alert systems, ensuring timely, engaging and accessible content
- Develop strategies to expand audience reach and strengthen two-way communication with families, staff and the broader community
- Implement systems for gathering stakeholder input, including surveys, focus groups and community engagement activities; analyze feedback to guide district decision-making

Community Partnerships and Community-Wide Initiatives

- Develop, strengthen and sustain strategic partnerships with community organizations, civic groups, municipal agencies, business leaders and nonprofit partners to advance district goals
- Serve as the district's primary liaison to community partners, ensuring open and ongoing communication that builds trust and mutual support
- Collaborate with partners on community-wide initiatives, joint campaigns, educational outreach and shared resource opportunities that benefit students and families
- Identify and cultivate new partnership opportunities that enhance the district's visibility and contribute to positive community engagement
- Align partnership activities with district priorities, ensuring that external collaboration supports the strategic plan and key instructional or operational initiatives
- Represent the district in cross-agency planning efforts, community coalitions and local organizations to foster greater collaboration on issues that affect families and the broader community
- Provide strategic guidance to schools on cultivating and managing their own community partnerships to ensure consistency and alignment districtwide

Evaluation and Continuous Improvement

- Establish benchmarks and KPIs for communication efforts
- Regularly assess the effectiveness of communication strategies using analytics, audience insights and stakeholder feedback
- Provide strategic recommendations for improvement based on evaluation results, research and best practices in public-sector communication

Organizational and Project Leadership

- Oversee production of district reports, Board meeting summaries and high-profile publications and presentations
- Supervise the Communications Coordinator, ensuring alignment, professional growth and high-quality work

MENTAL DEMANDS

Knowledge

The employee must have foundational knowledge of current research and theory in specific field. Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures or governmental regulations. Ability to communicate verbally and perform technical writing, business correspondence, and procedure manuals. Ability to negotiate and handle pressure situations for extended periods of time. Ability to effectively present information and respond to questions from groups of staff, students, administrators, clients, customers, and the general public. Ability to perform duties with awareness of all district requirements and Board of Education policies.

Ability

The employee shall support the district in the communication of the district's mission and goals; engage in the collaborative dialogue with peers; maintain records and prepare reports; read, interpret, apply, and explain policies and procedures; meet the

requirements of schedules and time lines; take professional initiative; plan and organize work independently; develop effective staff development; read a variety of materials; efficiently employ differentiated management methods; learn new methods of management through ongoing professional development; ability to work cooperatively and effectively with other certified and non-certified personnel, parents, and community members.

Education/Preparation

The employee shall possess the equivalent of a Bachelor's Degree; successful employment in a similar role; successful completion of any applicable proficiency exams; and possess/maintain appropriate current and/or future licensure/certification expectations applicable to the role.

Reasoning

The employee must have the ability to solve complex problems in situations where only limited standardization exists. Ability to interpret instructions provided through written and oral form.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to stand, walk, talk or hear, and taste or smell. The employee frequently is required to use hands to handle or feel instructional and technological resources. The employee is occasionally required to sit; climb or balance; and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT

The employee shall possess exemplary oral and written communication skills. The employee shall be proficient with technological aspects of the position, including computing software and hardware, as well as video and camera equipment and software. The employee shall use board approved resources and technology. While performing the duties of this job, the employee occasionally works in a building setting with children, works in outdoor weather conditions, and is subject to noises associated with both an educational environment and other setting such as the gymnasium, lunchroom, library, busses, traffic, construction sites, server rooms, and boiler rooms.

The mental demands, physical demands, and work environment characteristics are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to allow an employee with disabilities to perform the essential functions.

ADOPTED

- December 18, 2025