Job Description
Prepared/Revised: **July 2026**

Job Title:	**Chief Communications Officer**	Job Code:	**3041**
Job Family:	**Non-Certified Administrative**	FLSA Status:	**Exempt - E**
Pay Program:	**Administrative**	Pay Range:	**L26**
Typical Work Year:	**12 months**		

SUMMARY: Plan, organize and direct district communications, including public relations, strategic communications, marketing, and awareness activities to enhance community understanding of Adams 12 Five Star Schools' mission, goals, objectives, services, and activities. Direct media relations, strategic publications, website communications, social media, public engagement, governmental relations, and community outreach. Advise and support the superintendent, board of education and district staff regarding internal and external communications. Supervise and evaluate the performance of assigned personnel.

ESSENTIAL DUTIES AND RESPONSIBILITIES: *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.*

Job Tasks Descriptions	Frequency	% of Time
1. Provide advice and counsel to superintendent on district-wide initiatives including forecasting potential ramifications, implications, and unintended consequences. Provide advice and counsel to the board of education and district leadership including serving on the district's senior staff. Provide support to district leadership to position the district and its schools in the most favorable standing within the community and marketplace.	D	20%
2. Develop and implement high-quality communications and marketing programs that effectively promote the district and its services. Direct strategic internal and external communication plans and activities. Provide leadership and training to district staff related to effective communications and marketing. Develop and implement marketing and branding strategies.	D	15%
3. Provide strategic leadership in media relations and crisis communications. Direct training for district leadership and staff in support of communicating the district's key messages. When appropriate, serve as spokesperson for the district. Serve on the district's crisis response team for media and community relations. Interpret educational issues and positions to a variety of local and national media, and the public.	W	15%
4. Direct the district's governmental relations programs to affect positive changes in laws impacting the district; includes working with state-wide elected leaders, state agencies, the Governor, his appointed cabinet members, and other districts.	W	12%
5. Implement comprehensive public engagement plans centered on building relationships with external and internal targeted audiences to shape public opinion and behaviors in support of the district and its initiatives. Listen to and analyze the concerns of the public.	D	10%
6. Provide leadership to communications staff and functions including overseeing public relations, marketing, strategic publications, social media, and the district's website. Conduct research on and incorporate innovative interactive formats to best engage internal and external audiences.	D	10%
7. Attend meetings of the Board of Education, district-wide meetings/events, school-based meetings/events, and community meetings/events to gather and disseminate information about the district.	W	10%
8. Assure compliance with applicable laws and regulations regarding disclosure of public information, and financial, operational, and academic accountability. Conduct research and collect data necessary to effectively report on progress on Board monitoring reports(s) 2.7 and all others as assigned.	D	5%
9. Performs other duties as assigned.	Ongoing	3%
TOTAL		100%

EDUCATION AND RELATED WORK EXPERIENCE:

- A BA/BS in marketing, business administration, public relations, communications or journalism or an equivalent combination of education and experience from which comparable knowledge and abilities can be acquired. A master's degree or MBA preferred.
- Accreditation in public relations through a national professional association.
- Minimum seven years of senior level experience in public relations, communications, marketing, or journalism.

TECHNICAL SKILLS, KNOWLEDGE & ABILITIES:

- Ability to frequently travel among district and community locations.
- Demonstrated success in the research, development, implementation, and evaluation of strategic communication plans.
- Ability to develop effective communication strategies that create a better understanding of and support the district. Effectively implement the tactics that support the organization's communication strategies.
- Excellent verbal and written communication skills, including public speaking and news interview abilities.
- Competence, experience, and knowledge of media relations practices.
- Excellent analytical and research skills.
- Ability to meet strict deadlines.
- Commitment of time outside the regular workday schedule to meet necessary deadlines, provide advice and counsel to district administration, complete current job assignments and maintain customer satisfaction.
- Ability to demonstrate consistent work ethic and respect is necessary to maintain a cooperative and cohesive work environment.
- Ability to maintain regular attendance.
- Ability to always exhibit and maintain a professional manner.
- Ability to manage one's own work as well as directing the work of others, balancing multiple concurrent assignments. Ability to quickly understand global concepts, prioritize and make sound decisions about where to apply resources.
- Computer literate.
- Capable of working effectively and cooperatively with people from diverse ethnic and educational backgrounds.
- Ability to stay abreast of professional practices in the field of communications and public relations through participation in professional organizations such as the Colorado School Public Relations Association, National School Public Relations Association, the Colorado chapter of the Public Relations Society of America, the International Association of Business Communications, etc.
- Ability to engage in effective communication, collaboration, and teamwork with individuals from diverse backgrounds, cultures, and perspectives, while demonstrating respect and appreciation for their differences.
- Ability to stay current with district policy, standards, and training in the areas of data quality, data privacy, and cybersecurity with respect to student and staff data, and related information systems.

LICENSES, REGISTRATIONS or CERTIFICATIONS:

- Current Colorado driver's license.

MATERIAL AND EQUIPMENT OPERATING KNOWLEDGE:

- Normal office equipment such as personal computers, printer, copier, fax, phone systems, e-mail.

REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:

	POSITION TITLE	JOB CODE
Reports to:	Superintendent	3090

	POSITION TITLE	# of EMPLOYEES	JOB CODE
Direct reports:	Director, Communications & Marketing	1	3106
	Culture and Engagement Manager	1	3003
	Bond Communications Specialist	1	3325
	Communications Administrator, Learning Services	1	070611
	School Marketing Specialist	1	260416
	Senior Exec Assistant – Legal/Communications	1	3093

- Responsible for interviewing, hiring and training employees; planning, assigning and directing work; appraising performance; rewarding, disciplining, and terminating employees; and addressing complaints and resolving problems.

BUDGET AND/OR RESOURCE RESPONSIBILITY:

- Sole responsibility for developing, administering, monitoring, and coordinating a budget.
- Sole responsibility for initiating a requisition.

OTHER:

While not on personal leave or vacation, position is required to be on call. This person is required to carry a cell phone and respond within an appropriate amount of time. Must have transportation to be able to go to and immediately respond to media situations at any district site.

PHYSICAL REQUIREMENTS & WORKING CONDITIONS:

The physical demands, work environment factors and mental functions described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

PHYSICAL ACTIVITIES:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Stand		X		
Walk		X		
Sit			X	
Use hands to finger, handle and/or feed				X
Reach with hands and arms			X	
Climb or balance	X			
Stoop, kneel, crouch, or crawl	X			
Talk				X
Hear				X
Taste	X			
Smell	X			

WEIGHT and FORCE DEMANDS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Up to 10 pounds			X	
Up to 25 pounds			X	
Up to 50 pounds		X		
51 to 100 pounds	X			
More than 100 pounds	X			

MENTAL FUNCTIONS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Compare			X	
Analyze				X
Communicate				X
Copy		X		
Coordinate				X
Instruct		X		
Compute		X		
Synthesize				X
Evaluate				X
Interpersonal Skills				X
Compile			X	
Negotiate		X		

WORK ENVIRONMENT:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Wet or humid conditions (non-weather)	X			
Work near moving mechanical parts	X			
Work in high, precarious places	X			
Fumes or airborne particles	X			
Toxic or caustic chemicals	X			
Outdoor weather conditions		X		
Extreme cold (non-weather)	X			
Extreme heat (non-weather)	X			
Risk of electrical shock	X			
Work with explosives	X			
Risk of radiation	X			
Vibration	X			

VISION DEMANDS :	Required
No special vision requirements.	
Close vision (clear vision at 20 inches or less)	X
Distance vision (clear vision at 20 feet or more)	X
Color vision (ability to identify and distinguish colors)	X
Peripheral vision	
Depth perception	
Ability to adjust focus	X

NOISE LEVEL :	Exposure Level
Very quiet	
Quiet	
Moderate	X
Loud	
Very Loud	