

MODESTO CITY SCHOOLS

REVISED

Job Description

JC# 10007

CHIEF COMMUNICATIONS OFFICER

OVERALL RESPONSIBILITY

Plans, organizes, implements and evaluates Modesto City Schools' annual communications plans to: support District initiatives with internal and external stakeholders; facilitate strong, trusting relationships with employees, families and the community; and engage families and community members in our students' education. Focuses on and is responsible for optimizing communication to advance the District's vision, mission and values, and building capacity within the District to create and maintain strong communication. Serves as District spokesperson, media coordinator, and as a public relations advisor to the Superintendent and Cabinet.

SPECIFIC RESPONSIBILITIES

1. Research, plan, direct and evaluate internal and external communications plans to advance the District's vision, mission and initiatives; conduct annual reviews of all communications plans; develop and assist in the implementation of the District's communications processes, protocols and procedures. *E*
2. Develop and oversee the District's emergency communications policies and protocols, including embedding communications into occasional emergency drills at sites to build capacity to handle emergency communication to ensure smooth operation. *E*
3. Build internal capacity to support strong, two-way communication to build awareness of and support for District programs and services to support students and help school sites to engage parents and the school community; develop community partnerships to support parent engagement in vital District initiatives. *E*
4. Plan marketing and outreach activity programs; design and utilize media to introduce parents to the District and enhance school/community relations, including outreach to a wide variety of public and private organizations ensuring the credibility and integrity of the District. *E*
5. Provide protocols, training and technical support for all departments and school site leaders to help build support for their goals and initiatives; engage families; establish processes and skills to proactively address issues with timely dissemination of information; and to generate awareness for successes. *E*
6. Serve as District spokesperson and liaison with the media and build capacity in other leaders to serve in this role, as appropriate; assist schools and departments in coordinating media coverage; assist with the development and implementation of the District's strategic plan for community relations, interagency collaboration, internal communications systems, and families and community engagement; monitor and respond as appropriate, to social media and media stories. *E*
7. Assess all communication tools for effectiveness and efficiency; supervise and coordinate the preparation of the District's internal and external digital and print communication tools including, but not limited to, district and school websites, social media, newsletters, brochures and videos. *E*
8. Serve as public relations advisor to the Superintendent, the Superintendent's Cabinet and to the Board of Trustees; serve on the Superintendent's Cabinet and attend Board meetings. *E*
9. Identify community issues and concerns, and develop strategies for dealing effectively and proactively with community issues and concerns; interact with diverse stakeholder groups, and represent the Superintendent as needed, with the overarching goal of building trust in the District's commitment to transparency and partnership with all stakeholders. *E*
10. Plan, develop and initiate public school foundation, for the purpose of raising funds for identified District initiatives and develop a collaborative team to implement disbursement of funds to support the foundations vision, mission and goals. *E*

CHIEF COMMUNICATIONS OFFICER (continued)

SPECIFIC RESPONSIBILITIES (continued)

11. Review and revise, as appropriate, District policies related to communication and media. *E*
12. Communicate and collaborate with business partners, community leaders, district committees, task forces, parents, community members, donors and other education leaders to coordinate activities and programs, resolve issues and conflicts and exchange information. *E*
13. Keep abreast of trends in communication and strategies to build trusting, proactive communication with all stakeholders. *E*
14. Coach and facilitate the work of district leaders, managers, and supervisors in communicating more effectively with employees. *E*
15. Train, evaluate and supervise assigned personnel.
16. Perform other related duties as assigned.

WORK YEAR

Approved days as specified by individual contract.

SALARY

By individual contract.

QUALIFICATIONS

Knowledge/Ability

Minimum Requirements:

Knowledge of and ability to apply management, budgeting and contract administration principles and practices.

Knowledge of and ability to apply effective supervision techniques.

Knowledge of and ability to apply problem solving processes and techniques.

Knowledge of and ability to apply current public education trends, issues and research.

Knowledge of and ability to apply current literature and best practices in public relations, marketing, communications, community relations and public affairs.

Knowledge of and ability to apply the Brown Act, laws related to freedom of press and free access to public information; awareness of applicable state and federal laws regarding open meetings, public records act, campus access rights, FERPA, public communications, conflict of interest and privacy rights.

Knowledge of and ability to apply problem-solving processes and techniques.

Knowledge of and ability to translate and project educational objectives and issues into broad terms of public understanding and circulation.

Know of and ability to apply management, budgeting, and contract administration principles and practices.

Ability to communicate with a diverse socio-economic population.

Ability to understand and implement complex oral and written directions given in English.

Ability to compose clear, complete, and concise correspondence and reports using correct grammar, syntax, punctuation, and spelling.

Experience

Minimum Requirement:

Five (5) years successful experience with internal and external communication for, or on behalf of, a public, private sector or non-profit agency, organization or business with at least three years successful experience in communications-media relationships preferably involving programs or services regarding major public interest or public education issues.

CHIEF COMMUNICATIONS OFFICER (continued)

QUALIFICATIONS (continued)

Education

Minimum Requirements:

Bachelor's degree in communications, English, public relations, journalism, marketing, or related field.

Desirable Qualification:

Master's Degree

Doctorate Degree

License

Valid California Driver's License

Physical Characteristics

With or without the use of aids:

Sufficient vision to read small print.

Sufficient depth perception to file documents and relate the spatial distances between objects.

Sufficient hearing to hear normal and telephone conversations. Ability to speak in an understandable voice and with sufficient volume to be heard at a normal conversational distance and on the telephone.

Sufficient dexterity to manipulate small objects, print or write legibly, operate telephone, use computer keyboard, and other business machines.

Sufficient physical ability, strength, balance, mobility and stamina to climb stairs, sit for extended periods of time and stand for extended periods of time.

Sufficient lower body strength, stamina and mobility to walk, stoop and bend.

Sufficient physical ability to reach horizontally and vertically with arms.

REPORTS TO:

Superintendent

~~Cabinet Approved: 11/6/18~~

Board Approved: 11/13/18

Cabinet Approved: 2/22/22

Board Approved: Pending Approval