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| Position: | Chief Communications Officer | FLSA: | Exempt |
| Department/Site: | Communications | Salary Grade: | 59 |
| Reports to/Evaluated by: | Superintendent | Salary Schedule: | Classified Management |

SUMMARY

Provides leadership in the marketing, community relations, and communications arenas of the Clovis Unified School District.

NATURE AND SCOPE

This position markets the District and implements effective internal and external communications. Oversees all District communication functions. Supervises all personnel associated with the Communications Department. Works collaboratively with the Superintendent on school/community relations and communication issues. Demonstrates effective oral and written communication skills as the District spokesperson for local, state, and national print and broadcast media. Works with the administrative team to update Board policies.

ESSENTIAL TYPES OF DUTIES (Examples)

- Represents the District as spokesperson to the media. Serves as liaison between the media and the school system and arranges press coverage at district functions; assists schools and departments in coordinating media coverage for school or department events; prepares and sends news releases on school and district events.
- Attends Board meetings as the media resource person. Assists media representatives in getting background information on Board agenda items; assists in the interpretation of Board actions.
- Keeps the Superintendent informed on potential public relations issues and consequences related to shifts in existing programs and policies.
- Serves on the Superintendent’s Executive Cabinet and Cabinet to provide guidance on the internal and external community relations impact of District and Board actions.
- Develops and directs the District communication master plan on a local, state and national basis, with major emphasis on local communications.
- Supervises and coordinates the preparation of the District’s internal and external publications such as the community/employee newspaper CUSD Today, and other brochures, publications, documents, and videos.
- Oversees the Foundation for Clovis Schools and the staff members associated with the work of the Foundation and its volunteer Board.

- Maintains a working relationship with community leadership and community organizations. Answers general inquiries about the District and is the contact person in other phases of community relations.
- Supervises all personnel associated with Communications Department functions.
- Oversees the preparation and distribution of Governing Board Policies and Administrative Regulations to appropriate administrators for review on a periodic basis.
- Organizes district-related events, including but not limited to: employee recognition, Board appreciation, Years of Service recognition, District Foundation events and retirement luncheons.
- Assists in all informational aspects of school bond campaigns.
- Provides in-service education on communications for the Board, administrators, and other staff members, and counsels them regarding the public relations implications of various matters.
- Collaborates with the Assistant Superintendent, Educational Services to develop, coordinate, and implement the District crisis communication plan (REACT).
- Plans, develops, and maintains channels for communications with all district employees.
- Maintains and articulates knowledge of district programs, policies, and activities including school finance and legal aspects; maintains a records of past and current programs and activities of the District. Oversees the maintenance of files media coverage of the Clovis Unified School District as well as state and federal education issues that will impact the District.
- Serves as communications consultant for district staff and school sites to assist in developing individual department and school site communication plans.
- Manages the Communications Department operations with responsibility for budget development, materials, and equipment.
- Assumes other tasks related to school/community relations and communications as assigned by the Superintendent.
- Works with the Technology Department in design and maintenance of information on the District Web Page.
- Performs other duties as may be assigned by the Superintendent.

QUALIFICATIONS

Knowledge and Skills: Requires a thorough knowledge of district functions, policies, rules, regulations, goals and objectives. Requires a thorough and in-depth knowledge of marketing and communications theory, principles, practices, and strategies. Must know public institution administration and education administration strategies. Requires considerable knowledge of the history and culture of the Clovis Unified School District. Requires strong writing and editing skills. Requires knowledge of the principles of budget development and administration. Must have exceptional communication skills, both oral and written.

Abilities: Requires the ability to manage and lead the Communications Department efficiently and effectively. Must be able to maintain confidential data and information. Requires the ability to effectively plan, organize, and implement a comprehensive internal and external communications program. Must be able to market the services and products of the Clovis Unified School District to the community and general public. Must be able to assess, evaluate, and enhance formal, informal, internal, and external communication programs. Requires the ability to supervise and lead staff in a manner that encourages high morale and efficiency. Must be able to communicate both formally and informally with a wide range of contacts both inside and outside the District setting. Communications may be complex and of a technical nature. Work is normally conducted in an office setting at the main district office or within the community, with minimal exposure to health and safety hazards. Requires strong computer technology skills.

Education and Experience: Bachelors degree required; Masters degree preferred from an accredited college or university with major course work in communications or related field. A minimum of 3 years of increasingly responsible leadership in school administration, public relations, marketing, communications, and print or electronic media is required.