

Chief Communications Officer (CCO) – Office of the Superintendent

COMPENSATION

Salary: Negotiated based on qualifications and experience

BASIC FUNCTION

Under the direction of the Superintendent or designee, the Chief Communications Officer (CCO) serves as principal advisor providing comprehensive and proactive communications, strategies and planning, media relations, and news analysis to the Superintendent, Board of Education and Leadership Team. The CCO is responsible for all OUSD communications. This means working collaboratively with the Leadership Team and other key stakeholders and setting the vision for and leading the Communications Team, including internal communications, media relations, social media, OUSD external and internal websites, marketing, strategic communications and multicultural outreach and language services. The incumbent plans and conducts a broad information program concerning public education and all functions and services of the school system, so as to better articulate the appropriate messages.

REPRESENTATIVE DUTIES

(Incumbents may perform any combination of the essential functions shown below. This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification, but is intended to reflect the principal job elements accurately.)

Essential Functions:

Leadership

- Serve as chief communication strategist on OUSD initiatives, goals and priorities with focus on forward-looking message and communications planning
- Communicate and represent the District's vision and perspective internally and to the general public/community, as designated by the Superintendent
- Build and maintain public support for public education and the school system in collaboration with the Superintendent, Superintendent's Cabinet, Executive Staff, and OUSD administration
- Lead strong, vision-focused, service-oriented team of professionals across all aspects of media, internal and external communications, multi-cultural outreach, web design and communications and marketing
- Manage the Leadership Team's public communications and the District's brand through well-developed internal communications, public affairs, crisis communications and marketing plan and strategy
- Develop, direct, and evaluate the District's public relations, marketing, communications, and public affairs strategy; execute effective campaigns/programs on a local, state, and national basis, with major emphasis on employee communications and communications between the District and the community
- Serve as public relations counsel and advisor to the Superintendent, and serve on the Superintendent's Cabinet and Executive Staff
- Provide professional public relations counsel and assistance to OUSD administration and the Board of Education pursuant to Board Policies and Administrative Regulations
- 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
- Assist in problem solving between and among offices in issues involving the Superintendent's input, and represent the Superintendent on teams for large-scale projects and District-wide initiatives with major employee and community impacts
- Represent the Superintendent and OUSD administration at various community functions and on local, state, and national non-profit and professional boards

NON-DISCRIMINATION POLICY:

The Oakland Unified School District does not discriminate in any program, activity, or in employment on the basis of actual or perceived race, religion, color, national origin, ancestry, age, marital status, pregnancy, physical or mental disability, medical condition, genetic information, veteran status, gender, sex, or sexual orientation.



HUMAN RESOURCES SERVICES & SUPPORT

- Serve as the Superintendent's representative and liaison to community leaders and groups

Administration and Management

- Plan and administer District-wide functions as designated by the Superintendent
- Develop and monitor program's annual objectives, performance measures, and budgets
- Plan, develop, and maintain effective processes and channels of communication with internal and external audiences
- Develop communication strategies, tactics, and action plans for all major OUSD initiatives, and serve as a public relations consultant to key District committees and task forces
- Work collaboratively with administrators, staff members, and community volunteers in planning/developing public relations programs and strategies for both one-way and two-way communications with diverse constituents
- Manage the operations of the Communications Department, with direct responsibility for department personnel, budget, materials, and equipment
- Supervise, evaluate, and hold accountable the performance and professionalism of assigned staff; interview and select employees, and recommend transfers, reassignments, terminations, and disciplinary actions; plan, coordinate, and arrange for appropriate professional development opportunities for assigned staff
- Provide appropriate professional development opportunities for department managers/directors

Media Relations

- Lead the development and delivery of news to broadcast, print, and online media to create media coverage of the school District on a daily basis
- Serve as a liaison between the District and the media, and serve as the District's chief spokesperson, handling sensitive and controversial issues
- Develop, coordinate, and monitor the crisis communication plan and implementation
- Organize press conferences and the release of information to the media and the public
- Develop and maintain working relationships with community leaders, organizations, and members of the media

Public Engagement

- Represent OUSD at community, state, and national functions, as requested by the Superintendent.
- Organize and plan regular meetings of various OUSD advisory groups
- Make the community aware of OUSD needs and goals; oversee fund development, corporate and philanthropic grants management, and in-kind donations
- Develop processes and systems for garnering public input and support on key initiatives and issues
- Communicate to the public the rationale for Superintendent and Board of Education decisions

Marketing/Communications

- Create and implement a marketing program that enhances OUSD's image in the eye of the public and elected officials, as well as the corporate and grant community, with a recognizable "brand" reflective of a school district on an upward trajectory
- Develop and maintain brand image, positioning, and messaging for OUSD; develop and maintain image and identity standards for OUSD
- Secure the development of public opinion polls, and solicit feedback from OUSD community members through formal and informal means regarding District initiatives, programs, and decisions
- Provide analysis of results, and recommend public relations/marketing strategies and tactics
- Develop District-wide advertising and public relations campaigns and collateral materials to market OUSD

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HUMAN RESOURCES SERVICES & SUPPORT

- Provide support and direction in effective communications and marketing to school-based customers
- Manage the development and production of District marketing communications, including print and electronic publications, collateral materials, presentations, website content, social networking sites such as Twitter and Facebook, new media productions, advertising, media relations, and television broadcasts for staff and the community
- Build capacity of OUSD administrators and departments in communications by providing training on a variety of topics, including public engagement, marketing, and media

Employee Communications

- Develop overall strategy and plan for District-level employee communications
- Maintain open line of communication between the Superintendent and OUSD employees using a variety of tactics and techniques
- Coach and facilitate the work of Executive Staff, managers, and supervisors in communicating more effectively with employees
- Communicate to staff the rationale for Superintendent and Board of Education decisions

Decision Making

- Authority to set overall direction for public relations program, make final decisions, and take action regarding media relations, marketing and employee communications within policies and regulations set by the Board of Education and Superintendent
- Work collaboratively with and provide communication expertise to Superintendent's Cabinet and Executive Staff on a variety of OUSD projects and initiatives
- Decisions made have a direct impact on employee and public perception regarding OUSD

Internal and External Audience

- Communicate and collaborate with the Superintendent, Cabinet and Executive Staff, Board of Education, other administrators, and district personnel to coordinate activities and programs, resolve issues and conflicts, and exchange information; model district standards of ethics and professionalism
- Communicate and collaborate with the media (local, state, and national), business leaders, OUSD donors and business partners, Chamber of Commerce, elected officials, government leaders, community/faith leaders, District Advisory Committee/Parent Teachers Association/parent leaders, parents, patrons/community members, and other education leaders to coordinate activities and programs, resolve issues and conflicts, and exchange information
- Perform related duties as assigned

MINIMUM QUALIFICATIONS

Training, education, and experience:

- Bachelor's Degree or its equivalency required (2 years of similar and relevant work level experience = 1 year of college) in communications, English, public relations, journalism, marketing or related field. A combination of experience and education may be used to meet the Bachelor Degree requirement; however, the work experience years used to qualify for the Bachelor Degree requirement cannot be used to meet the work requirement.
- A Master's degree or equivalent experience and professional development in communications, marketing, public policy administration or related field preferred
- Ten (10) years of accomplished strategic communications experience of increasing scope required, preferably with some experience at a public agency or with a large, complex organization
- Outstanding oral and written communication skills

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HUMAN RESOURCES SERVICES & SUPPORT

- Proven experience as a leader in communicating with a diverse community
- Experience in leading and managing a team of communications professionals
- Experience working proactively with media, establishing influential productive working relationships
- Experience functioning successfully as a communications strategist and spokesperson in a politically charged environment
- Fiscal accountability and budget management experience

Licenses and other requirements:

- Valid California Drivers License
- Employment eligibility that may include fingerprints, Tuberculosis and/or other employment clearance

KNOWLEDGE AND ABILITIES

Knowledge of:

- Current public education trends, issues and research
- Current literature and best practices in public relations, marketing, communications, community relations and public affairs
- Federal, state and local regulatory requirements applicable to OUSD communications and community outreach programs
- District functions, policies, rules, regulations, goals and objectives
- Marketing and communications theory, principles, practices and strategies
- Public institution administration and education administration strategies
- California, Alameda County and Oakland community concerns and dynamics, politics, issues, leaders and influencers
- Brown Act, laws related to freedom of the press and free access to public information
- Diversity, sensitivity, and competence with regard to issues of race, learning or other ability, ethnicity, culture, religion, gender, socio-economic group, sexuality or other orientations or cultural markers
- Correct English usage, grammar, spelling, punctuation and vocabulary
- Budget development and administration
- Computer software, hardware, and related technology

Ability to:

- Develop and implement comprehensive public relations strategies and activities
- Generate print and broadcast media coverage
- Establish strong partnerships across organizations and develop powerful messages for different constituencies including parent, staff and community members
- Work with stakeholders including families, governmental agencies and business community
- Become conversant quickly in OUSD's work and to communicate with experts
- Work on issue-based communications and/or policy advocacy through messaging, positioning, media and communications strategy, journalism, branding and constituent engagement
- Manage and lead the Communications Department efficiently and effectively
- Effectively plan, organize, and implement a comprehensive internal and external communications program
- Assess, evaluate and enhance formal, informal, internal and external communications programs
- Work as a member of a team
- Maintain sensitive and confidential communications
- Work independently in a variety of situations often requiring extensive contact with local public leaders, local media representatives, community members and special interest groups

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HUMAN RESOURCES SERVICES & SUPPORT

- Establish and maintain effective communications and working relationships with school officials, school administrators, teachers, support staff, students, parents, and the community
- Demonstrate cultural competence and sensitivity with diverse groups across lines of race, ethnicity, religion, gender, socio-economic group, sexual orientation, and other identifiers
- Operate personal computer, related software, and other office equipment

WORKING CONDITIONS

Environment:

Office and diverse school site environments; driving a vehicle to conduct work; fast-paced work; constant interruptions

Physical demands:

Consistent mental alertness; sitting or standing for extended periods of time; lifting, carrying, pushing, and pulling objects up to 30 pounds, occasionally 30+ pounds; bending and twisting at the waist, reaching overhead, above the shoulders and horizontally; dexterity of both hands and fingers while performing duties; seeing to read, write and use the computer; hearing and speaking to exchange information, in person or on the telephone, and make presentations.

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