

## **Chief Communications Officer (JC 0161)**

### **General Definition of Work**

The chief communications officer (CCO), under minimal supervision, performs senior level work with extensive decision-making discretion in developing, leading, and executing a comprehensive and strategic communications effort for multiple audiences that publicizes the district's educational programs, student-focused initiatives, strategic goals, and vision. This position also serves as communications counsel to the Superintendent, Board of Education, and Leadership Team. The CCO manages all aspects of the communications program, including, but not limited to strategic planning and advising, employee communications, website and microsites, publications, research, media relations, and crisis communication at the district and school levels. Employee is a member of the Superintendent's Executive Cabinet. Employee performs highly advanced and supervisory work to carry out Board of Education policies and procedures related to district communications and public information under the direction of the Superintendent.

### **Qualifications**

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Salary/Status**

PG 14/Full-time, 12 months

### **Reports To**

Superintendent

### **Place of Work**

The normal place of work is on the premises used by Charlotte-Mecklenburg Schools. Charlotte-Mecklenburg Schools reserves the right to require you to work at such other place(s) as it may reasonably require from time to time.

### **Essential Functions**

- Adhere to all state, federal, and local laws, policies, and procedures
- Lead, manage, supervise, and evaluate assigned staff/programs in the district
- Establish and implement budgeting and fiscal management systems consistent with local, state, and federal requirements
- Develop and manage annual communication and marketing plan that supports the district's vision, goals, objectives, and accomplishments
- Serve as a strategic advisor to the Superintendent, leadership team, principals, and district staff regarding communications, community relations, and public relations, including forecasting potential ramifications, and implications/unintended consequences
- Create/manage crisis communication and assist with reunification, and emergency drills
- Provide support and direction to district departments and schools in the planning, preparing, formatting, publishing and dissemination of reports and other communications

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- Oversee and facilitate special projects internally and externally as needed/required
- Oversee and facilitate employee recognition efforts as needed/required
- Serve as district spokesperson, fostering cooperative, professional relationships with media while building opportunities for engagement
- Develop and sustain cooperative relationships with community, employee, and public interest groups, seeking new ways to work collaboratively toward district goals/vision
- Craft and manage the district's communication messages through various traditional and digital means for both internal and external audiences, including social media, video content, written communications, and mass notification technology
- Contribute to the district's overall communications and branding efforts by ensuring continuity, consistency, and professionalism in all district publications/communications
- Complete local, state, or federal surveys and reports accurately and promptly
- Participate in professional development workshops and leadership training
- Facilitate and supervise professional development for staff
- Create an inclusive environment with positive communication
- Perform other related work as assigned or required

### **Knowledge, Skills, Abilities**

- Comprehensive knowledge of communications, marketing, graphic design, and webpage management
- Thorough knowledge of county and school board policies, procedures, and standards
- Demonstrated knowledge of traditional, modern, and complex principles and practices of media relations and marketing
- Demonstrated knowledge of communication tools, project management systems, media monitoring and reporting software and data/asset management
- Excellent communications planning and project management skills
- Strong still and video photography skills
- Strong writing, editing, and proofreading skills
- Ability to direct and evaluate the work of others
- Ability to develop and maintain strong internal and external working relationships, including with local, regional, and national media
- Ability to meet deadlines and successfully coordinate multiple projects at one time
- Ability to use effective media relations, writing and verbal communication skills
- Ability to maintain professional and emotional control under stress
- Ability to reflect appropriate response to situations, while maintaining a professional and personal demeanor
- Ability to learn and use specialized tools, equipment or software related to business needs
- Ability to develop and monitor a budget
- Ability to implement local, state, and federal rules, guidelines, and procedures into daily business operations
- Ability to communicate effectively
- Ability to reason, make judgments, and maintain effective working relationships
- Ability to employ positive communication skills in all settings/mediums

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- Ability to problem-solve utilizing sound judgment
- Ability to maintain confidentiality regarding school system business
- Ability to take initiative, work independently, and exercise sound judgement
- Ability to develop related charts, graphs, reports, and records pertaining to school planning and strategy
- Ability to conceptualize, initiate, monitor, and evaluate new and/or current programs
- Demonstrated ability to perform detailed work, planning, risk assessments, and associated risk mitigation actions
- Demonstrated ability to work effectively in a deadline-driven, rapidly changing team environment

### **Education and Experience**

- Bachelor's degree in communication, journalism, public relations, marketing, or related area required
- Minimum of seven (7) years' communications experience as a public information official including experience in news media relations, public relations, marketing, and publications design or related area preferred
- Equivalent combination of experience and education

### **Special Requirements**

- Possess and maintain a valid Driver's License or ability to provide own transportation
- Travel to school district buildings and professional meetings
- May be required to attend offsite and/or community events that may occur outside of normal business hours

### **Physical Requirements/Working Conditions**

- Work requires the occasional exertion of up to ten pounds of force
- Work regularly requires the exchange of accurate and detailed information through oral and written communication
- Constantly operates a computer and other office business equipment
- Ability to remain in stationary position for required meetings/work
- Ability to move to other work locations
- Visual acuity requires preparing and analyzing written or computer data, determining the accuracy and thoroughness of work, and observing general surroundings and activities
- Hearing is required to perceive information at normal spoken word levels, and to receive detailed information through oral communications
- Work requires preparing and analyzing written or computer data, operating standard office equipment, and use of advanced technology
- Work occasionally requires exposure to outdoor weather conditions
- Work is generally in a moderately noisy location (e.g., business office, light traffic)
- Requires the ability to deal with people beyond giving and receiving instructions
- Must be adaptable to performing under mild to high levels of stress
- Must be on-call as a regular part of the job

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### **Disclaimer**

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees in this job. Job description is sourced from employee interviews, internal documents, representative job descriptions in similar districts, and other state/federal agencies.

*Charlotte-Mecklenburg Schools provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.*