



JOB DESCRIPTION: Assistant Superintendent, Communications

Job Code: 0161 **Department:** Communications **Location:** 704

Approved By: Chief of Staff – LaTazja Henry

FLSA Status: EXEMPT **Last Revised:** May 2017 **Version:** FINAL

Summary: Under direction of the Chief of Staff, provides leadership and direction for the district's communications information and marketing programs, CMS television operation, media relations, employee communications and corporate and governmental relations on a local, state and national basis. Serves as public relations counsel to the Superintendent, executive and senior staff, and serves as a liaison between the press/media and the district. Represents CMS and serves as liaison to community organizations, elected officials and leadership groups. Communicates district's vision, mission, goals, objectives, results and challenges to parents and the community.

Essential Duties: (These duties represent a sample and may vary by position.)

- Communicates and represents the Superintendent's vision and perspective internally, and to the general public/community, as designated by the Superintendent.
- Builds and maintains public support for public education and the school system in collaboration with the Superintendent, senior staff and CMS administration.
- Develops, directs and evaluates the district's public relations, marketing, communications and public affairs strategy and executes effective campaigns/programs on a local, state and national basis, with major emphasis on employee communications and communications between the district and the community.
- Serves as senior public relations counsel and advisor to the Superintendent and serves on the Superintendent's executive staff.
- Serves as CMS liaison with media; develops press releases and arranges news conferences and interviews.
- Working with staff, develops printed and online communication materials, including video content for internal/external customers, as designated by the Superintendent.
- Provides professional public relations counsel and assistance to the CMS administration and the Board of Education.
- Identifies community issues and concerns and develops strategies for dealing with them effectively and proactively. Interacts with diverse stakeholder groups and represents the Superintendent as needed.
- Provides leadership for CMS staff during crisis situations by providing communication and media support.
- Develops processes and systems for garnering public input and support on key initiatives and issues.
- Establishes departmental responsibilities and coordinates functions among departments and sites.
- Appoints department heads and assigns or delegates responsibilities and evaluates the effectiveness of work being performed.
- Provides leadership and oversight in the development and maintenance of the department's annual budget.
- Prepares budgets and directs budget activities.

- Attends regular meetings of the Board of Education, conducts staff meetings and attends other related meetings deemed necessary by the Superintendent or designee.
- Analyzes operations to evaluate performance of the department and its staff in meeting objectives or to determine areas of potential cost reduction, program improvement, or policy change.
- Directs, plans or implements departmental policies, objectives or activities to ensure continuing operations to maximize returns on investments, to increase productivity or impact student achievement.
- Collaborates with organization officials and staff members to discuss issues, coordinate activities, and resolve problems.
- Implements corrective action plans to solve organizational or department problems.
- Performs related duties as assigned.

Education and Experience:

Minimum

- Bachelor's degree in communications, English, public relations, journalism, marketing or related field
- Seven years successful track record in public relations and marketing management strategy development, planning, management and evaluation

Desirable

- Master's degree or equivalent experience and professional development in communications, marketing, public policy administration or related field
- Three to five years management experience

Licensing / Certification Requirements:

Professional accreditation by PRSA, IABC or NSPRA preferred.

Knowledge / Skills / Abilities:

- Knowledge of CMS curriculum and instructional programs, policies, procedures, practices and system-wide goals related to strategic plans.
- Knowledge of district organization, operations, policies and objectives.
- Possesses knowledge of and demonstrates respect for all employees, executive staff, BOE members and community leaders using tact, patience and courtesy.
- Knowledge of the development of key processes for the purpose of increasing operational efficiencies and assuring high-level customer service.
- Knowledge of digital and social media marketing and communication strategies.
- Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique and coordination of people and resources.
- Knowledge of and successful experience in sound fiscal practices, including budget preparation and control and management of district resources.
- Knowledge of principles and processes for providing excellent customer service, including customer needs assessment, meeting quality standards, and evaluation of customer satisfaction.
- Knowledge of relevant laws, legal codes, precedents, government regulations, and agency rules.
- Models high standards of integrity, confidentiality, and ethical behavior.

- Ability to use collaborative skills to lead diverse groups within the school community to realize the CMS vision and accomplish goals.
- Ability to delegate authority and responsibility.
- Ability to analyze situations accurately and adopt an effective course of action.
- Responds effectively and promptly to issues, and communicates resolutions in a timely manner.
- Demonstrates excellent communications skills, including active listening and oral and written communication.
- Ability to develop strong working relationships (internal and external) which create and sustain an atmosphere of mutual trust.
- Skill in considering the relative costs and benefits of potential actions.
- Skill in identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.
- Skill in using logic and reasoning to identify strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- Skill in recruiting, motivating, developing and directing people.
- Excellent interpersonal, listening and communications skills in a variety of formats.

Physical Requirements:

The work is primarily sedentary. It requires the ability to communicate effectively using speech, vision and hearing. The work requires the use of hands for simple grasping and fine manipulations. The work at times requires bending, squatting, reaching, with the ability to lift, carry, push or pull light weights (up to 20 lbs). The work requires activities frequently involving driving automotive equipment.

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