Job Announcement

Job Title: Chief Communications and Community Engagement Officer

Posting Date: May 1, 2020

Closing Date: May 15, 2020

Job Type: Full-Time

Contract: 7.5 hours/day
252 days/year
12 months/year

Start Date: July 1, 2020

Pay: ☒ Salary ☐ In the Range of: $100,314 - $197,864
     ☐ Placement on Appropriate Grade and Step

DEFINITION

The employee who serves in this position performs executive level responsibilities related to leading Norfolk Public Schools’ public relations and communications with media and other groups as well as leading the school division’s community engagement efforts. The employee oversees the coordination and implementation of communications, media relations, and assists with crisis communications. Additionally, the employee is responsible for the development and implementation of division level initiatives that support community engagement. Work includes developing programs, plans, standards, policies, and procedures that promote and publicize Norfolk Public Schools’ programs, staff, and student activities. Other areas of responsibility include: the development of comprehensive communications campaigns for client departments; supervision of the division-wide volunteer program; maintenance of the school division’s website; supervision of all of the school division’s programming on Chanel 47; development and execution of written communications and crisis communications plans for the school division; production of division-wide publications; and execution of internal communications outreach. The work requires a broad knowledge of the organization and policies and regulations affecting the school division and the ability to interact effectively with executive team members and top level officials regarding sensitive, confidential, and controversial matters.

Department of Human Resources
800 E. City Hall Avenue, P.O. Box 1357 • Norfolk, VA • 23510-1357
Phone: (757) 628-3905 • Fax: (757) 628-3983 • www.npsk12.com/human-resources
SUPERVISION

Work is performed under the general supervision of the Superintendent of Schools. The employee supervises staff assigned to the Division of Communications and Community Engagement which includes the NPS Print Shop and the mailroom.

ESSENTIAL FUNCTIONS OF THE CLASS (may not include all duties performed)

Leads, plans, and directs a program for selection and assignment of highly qualified personnel.

Establishes, develops, and maintains effective relations with the news media to ensure fair, balanced, and comprehensive media coverage of the school division’s programs, activities, and events.

Creates plans and strategies to address communication challenges/opportunities and public information needs on behalf of Norfolk Public Schools as deemed appropriate by the Superintendent of Schools.

Manages communication outreach endeavors, including maintaining media relations, organizing special events, and publishing all legal notices concerning the school division’s business.

Develops and implements the Norfolk Public Schools’ Communications Plan (including crisis communications) in conjunction with various internal and external department, and provides assistance, training, and tools for staff to assist in carrying out the communications plan.

Handles crisis communications efforts.

Assists with communications in crisis situations and responds to questions from the public and school employees regarding the actions of the School Board.

Manages and implements strategies that mobilize people to advocate for and volunteer for the school division.

Manages strategies for engagement of people, both within and outside of the school division, in opportunities to support the School Board’s mission, goal, and objectives.

Develops, coordinates, and executes effective outreach initiatives, programs, and events to effectively engage community stakeholders.
Writes speeches for School Board members and the Superintendent of Schools as requested by the Board and directed by the Superintendent of Schools; composes correspondence on matters pertaining to the School Board for the Chairman’s signature and assembles information requested by School Board members.

Provides a professional development plan and training opportunities for staff within the Division of Communications and Community Engagement.

Assists in the design and layout of publications that deliver the message of Norfolk Public Schools.

Develops, reviews, and edits departmental publications, speeches, and news releases.

Effectively manages personnel issues and concerns.

Provides general supervision and makes recommendations for increased efficiency and effectiveness of the NPS Print Shop (NTC) and the mailroom (central administration).

Supervises the development and execution of the Division’s budget.

Serves on division level committees as directed by the Superintendent of Schools.

Attends and participates in School Board meetings and conducts presentations for the School Board as directed by the Superintendent of Schools.

Performs other duties as directed by the Superintendent of Schools.

**REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES**

Thorough knowledge of media, public, and community relations functions, principles, concepts, practices, and strategies.

Thorough knowledge of multi-media and multi-faceted community-oriented communication strategies and techniques.

Thorough knowledge of the fundamental principles of budget management.

Ability to plan, coordinate, organize, schedule, and prioritize activities, functions, and assignments.
Ability to perform research and prepare publications and promotional literature and ability to effectively gather, organize, and disseminate information and data.

Ability to develop and implement public information and to market established or newly developed programs, plans, and policies.

Ability to prepare and deliver speeches, slides, and video presentations for the community, businesses, and other organizations.

Ability to establish and maintain successful working relationships with superiors, peers, government officials, community organizations, business leaders, and the news media.

Ability to make decisions in accordance with established practices and procedures and to speak on behalf of the division and School Board.

Excellent human relations skills.

Demonstrated ability to effectively organize and present information, both orally and in writing.

Demonstrated ability to prepare speeches as directed by the Superintendent of Schools.

**MINIMUM EDUCATION, TRAINING AND EXPERIENCE REQUIREMENTS**

Bachelor’s Degree in public relations, journalism, communications, mass communications, business education or related fields required. Master’s Degree and/or APR certification preferred. Extensive experience in public relations and communications and training in crisis/emergency communications. Minimum of three-five years of experience in the areas of public relations, communications, journalism, management, or a combination of these areas in the public or private sectors or any equivalent combination of education and experience that would provide the noted knowledge, skills, and abilities.

**PHYSICAL ATTRIBUTES**

Work requires normal physical effort associated with working in an office environment.

**HAZARDS**

Work involves exposure to normal, everyday risks.
UNUSUAL DEMANDS

Work is performed in an office setting as well as throughout the school division and school community. Work is frequently subject to deadlines and requires attendance at weekend and evening meetings held locally and throughout the state and involves all employee groups and broad-mandated programs. Additionally, work requires continuous professional development in the areas of communications, media, community, and public relations.

To Apply: All applications, resumes, references, transcripts, and supporting documentation for this position must be submitted to the Executive Director of Human Resources. Separate applications are required for all administrative positions. Application forms may be secured on the NPS website: www.npsk12.com.

Staffing Contact

☐ D. Timothy Billups, PHCLE, SHRM-CP, PHR, IPMA-SCP – Executive Director – Administrative Personnel
☐ Johnay Brown – Human Resources Generalist – Classified Personnel
☐ Sonja Hale – Human Resources Generalist – Elementary Education Personnel
☐ Christopher Meissel – Human Resources Generalist – Resource and Special Education Personnel
☐ Amanda Schilling, M.Ed. – Human Resources Generalist – Substitute Teacher Personnel
☐ Michael Sheets – Human Resources Generalist – Secondary Education Personnel