Manager, Operations Communications

Certified 04-01-2018

Pay Plan: EG - 15

Grade: EG

Union: Non-Union

Step/Salary: 1-5 / $90,047 - $101,607

Location: Washington, DC


Our public school students need your expertise, passion and leadership.

We are looking for highly motivated and skilled talent to join our team at District of Columbia Public Schools (DCPS). We seek individuals who are passionate about transforming the DC school system and making a significant difference in the lives of public school students, parents, principals, teachers, and central office employees.

DCPS serves 48,750 students in the nation's capital through the efforts of approximately 4,000 educators in 115 schools. As part of a comprehensive reform effort to become the preeminent urban school system in America, DCPS intends to have the highest-performing, best paid, most satisfied, and most honored educator force in the nation and a distinctive central office staff whose work supports and drives instructional excellence and significant achievement gains for DCPS students.

Position Overview

The Office of the Chief of Staff works to maximize DCPS’ collective impact through ensuring strategic and data-based decisions, sharing DCPS successes through effective communications, and building citywide government partnerships.

The Communications division is responsible for advancing the image of DCPS through strategic communications that showcase the school district’s value and impact to all stakeholders (teachers, families, Central Office staff, government officials, nonprofit and corporate partners, and the general public). Our core areas of work are: (1) media relations, (2) digital communications, (3) marketing and brand management (4) internal communications, and (5) crisis communications. All of our work is designed to impact and improve student achievement at the individual student, school or district level.
The Manager, Operations Communications will be responsible for managing school-to-families communications on school operations (including security, safety, health, and facility issues), school building renovations, and school planning, which includes building a database of school-to-families communications and advising schools on crisis communications. The manager’s work will help DC Public Schools have regular, transparent communication with families, as well as communicate about complexity of running an urban school district. The Manager, Operations Communications will work across teams and will manage crisis communications outside of normal work hours.

The Manager, Operations Communications will report to the Deputy Chief for Communications.

**Essential Duties and Responsibilities**

*The below statements are intended to describe the general nature and scope of work being performed by this position. This is not a complete listing of all responsibilities, duties, and/or skills required. Other duties may be assigned.*

- Develops and leads overall school-based communications strategy with clear, specific guidelines on communicating about operations, building modernizations, school planning, and more.
- Leads the implementation on school-operations communications, including creating a districtwide process of approved communications.
- Identifies key ways to turn crisis communications into opportunities to reverse existing narratives about DC Public Schools.
- Provides guidance on operational communications to all stakeholders.
- Anticipates, identifies, and resolves complex obstacles to success of overall program, as well as specific projects.
- Builds relationships with staff at the school and Central Office levels to effectively understand the issues and communicate effectively.
- Approves and writes school-based communications in a timely manner on issues, including facilities, building modernizations, health, school climate, and other crisis communications.
- Hires, assigns, directs, and evaluates a Coordinator, Operations, who will write and assist writing all school-based communications and build relationships with operations and facilities teams.

**Qualifications**

- Bachelor's degree and four to six years of related work experience.
- Master's degree preferred.
- Previous exposure to or experience in the education sector a plus.
- Manager experience a plus.
- Strong writing skills.
- Extremely organized.
- Experience with crisis communications and/or community engagement.
- Available to handle crisis communications outside of normal work hours.
- Previous experience with media relations a plus.

**Personal Qualities of Top Candidates**
Commitment to Equity: Passionate about closing the achievement gap and ensuring that every child, regardless of background or circumstance, receives an excellent education.

Leadership: Coaches, mentors, and challenges others to excel despite obstacles and challenging situations.

Focus on Data-Driven Results: Relentlessly pursues the improvement of central office performance and school leadership, instruction, and operations, and is driven by a desire to produce quantifiable student achievement gains.

Innovative Problem-Solving: Approaches work with a sense of possibility and sees challenges as opportunities for creative problem solving; takes initiative to explore issues and find potential innovative solutions.

Adaptability: Excels in constantly changing environments and adapts flexibly in shifting projects or priorities to meet the needs of a dynamic transformation effort; comfortable with ambiguity and non-routine situations.

Teamwork: Increases the effectiveness of surrounding teams through collaboration, constant learning and supporting others; sensitive to diversity in all its forms; respects and is committed to learning from others.

Dependability: Does whatever it takes to consistently deliver with high quality under tight deadlines; successfully manages own projects through strong organization, detailed workplans, and balancing of multiple priorities.

Communication and Customer Service Skills: Communicates clearly and compellingly with diverse stakeholders in both oral and written forms; anticipates and responds to customer needs in a high-quality and courteous manner.

DCPS Notice of Nondiscrimination:

The District of Columbia Public Schools (DCPS) is committed to ensuring that all of its employees act in conformity with federal and District of Columbia nondiscrimination laws, including Titles VI and VII of the Civil Rights Act of 1964, the Age Discrimination in Employment Act of 1967, the Age Discrimination Act of 1975, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990, the Individuals with Disabilities Education Act, the District of Columbia Human Rights Act of 1977, and the Genetic Information Nondiscrimination Act of 2008.

Accordingly, DCPS does not discriminate or tolerate discrimination against employees, applicants for employment, or students on the basis of actual or perceived race, color, religion, national origin, sex (including pregnancy), age, marital status, personal appearance, sexual orientation, gender identity or expression, family status, family responsibilities, matriculation, political affiliation, genetic information, disability, source of income, status as a victim of an interfamily offense, or place of residence or business.

DCPS also prohibits harassment based on any of the aforementioned protected traits and retaliation against a person because he or she has complained about discrimination, filed a charge of discrimination, or participated in a discrimination investigation or lawsuit. Employees found to have engaged in prohibited discrimination, harassment, or retaliation will be subject to disciplinary action.

Notice of Non-Retaliation

District of Columbia Public Schools will not intimidate, threaten, coerce, discriminate against, retaliate or take adverse employment action against any employee, student, or volunteer that in good faith and with honest and non-malicious intent makes a report regarding potential violations of laws, regulations or policies.

Retaliation includes, but is not limited to, adverse job actions such as termination; denial of any bonus, benefit or training; reduction of salary or decrease in hours; or change in or transfer to a lesser position.

Individuals who violate this policy will be subject to the appropriate and applicable disciplinary process, up to and including termination.

The following Federal and District law concerning non-retaliation supports our Non-Retaliation Policy.
Title VII, Section 704(a), of the Civil Rights Act of 1964, as amended, states the following:

(a) Discrimination for making charges, testifying, assisting, or participating in enforcement proceedings
It shall be an unlawful employment practice for an employer to discriminate against any of his employees or applicants for employment, for an employment agency, or join labor-management committee controlling apprenticeship or other training or retraining, including on-the-job training programs, to discriminate against any individual, or for a labor organization to discriminate against any member thereof or applicant for membership, because he has opposed any practice made an unlawful employment practice by this subchapter, or because he has made a charge, testified, assisted, or participated in any manner in an investigation, proceeding, or hearing under this subchapter.

DC Law 2-38 (Human Rights Act of 1977), Part G, Sec. 1-2525, states the following:

1-2525. Coercion or retaliation

a. It shall be an unlawful discriminatory practice to coerce, threaten, retaliate against, or interfere with any person in the exercise or enjoyment of, or on account of having exercised or enjoyed, or on account of having aided or encouraged any other person in the exercise or enjoyment of any right granted or protected under this chapter.

b. It shall be an unlawful discriminatory practice for any person to require, request, or suggest that a person retaliate against, interfere with, intimidate or discriminate against a person, because that person has opposed any practice made unlawful by this chapter, or because that person has made a charge, testified, assisted, or participated in any manner in an investigation, proceeding or hearing authorized under this chapter.

c. It shall be an unlawful discriminatory practice for any person to cause or coerce, or attempt to cause or coerce, directly or indirectly, any person to prevent any person from complying with the provisions of this chapter.

DC Municipal Regulations, Title 5, (Board of Education) Subsection 1401.2(z) states the following:

(z) Retaliation for reporting harassment and sexual harassment. An employee commits an offense under this provision when he/she retaliates against any person who reports alleged harassment or sexual harassment, or any person who testifies, assists or participates in an investigation, or who testifies, assists or participates in a proceeding or hearing relating to such harassment or sexual harassment. An employee retaliates against a person if, as a result of action taken by the employee described in the previous sentence, 1) such person is reasonably intimidated by verbal threats or physical conduct of the employee, or 2) such person is denied an opportunity, right or privilege to which he/she would otherwise be entitled, or 3) such person is subjected to detrimental treatment to which he/she would not otherwise be subjected.

Persons filing charges of discrimination are advised of these Non-Retaliation Policy and are instructed to notify the DCPS Equal Employment Opportunity Office, 1200 First Street, NE, 10th Floor, Washington, DC 20002, 202-442-5424, if any attempt at retaliation is made.

Americans with Disabilities Act (ADA)

The Office of Labor Management & Employee Relations (LMER) ensures that eligible employees receive benefits and opportunities equal to those provided to non-disabled employees. LMER also ensures that eligible disabled employees receive requested reasonable accommodations. Employees with inquiries regarding ADA policies should contact the Equal Employment Opportunity Unit, District of Columbia Public Schools, 1200 First Street, NE, 10th Floor, Washington, DC 20002, (202) 442-5424.

Applicants or employees with concerns about discrimination, harassment, or retaliation should contact:

Labor Management & Employee Relations, District of Columbia Public Schools, 1200 First Street, NE, 10th Floor, Washington, DC 20002, dcps.lmer@dc.gov, 202-442-5424

or


or

Students, parents and guardians with concerns regarding disability discrimination should contact:

District of Columbia Public Schools Central Office Section 504 and Student Accommodations Team can be reached at the following:
504@dc.gov or (202) 442-5471, 1200 First St, NE, 8th Floor, Washington, DC 20002, 202-645-6073

or


Students, parents and guardians with concerns regarding sex discrimination should contact:

DCPS Central Office Section 504 and Student Accommodations Team can be reached at the following: 504@dc.gov or (202) 442-5471, 1200 First St, NE, 8th Floor, Washington, DC 20002, 202-645-6073

or

Assistant Secretary for Civil Rights, U.S. Department of Education, Office for Civil Rights, 400 Maryland Avenue, SW, Washington, D.C. 20202-1100, Telephone: 1-800-421-3481, TDD: 877-521-2172, FAX: 202-245-6840, Email: OCR@ed.gov

Students, parents and guardians, and others with concerns regarding discrimination may also utilize the DCPS grievance procedure process. Students, parents and guardians and others with discrimination concern should contact:

DCPS Office of Integrity, 1200 First Street, NE, 11th Floor, Washington, DC 20002, (202) 442-4404

or

Assistant Secretary for Civil Rights, U.S. Department of Education, Office for Civil Rights, 400 Maryland Avenue, SW, Washington, D.C. 20202-1100, Telephone: 1-800-421-3481, TDD: 877-521-2172, FAX: 202-245-6840, Email: OCR@ed.gov

or