

**SACRAMENTO CITY UNIFIED SCHOOL DISTRICT**  
**Position Description**

<b>TITLE:</b>	Chief Communications Officer	<b>CLASSIFICATION:</b>	Non-Represented Management – Superintendent's Cabinet, Classified
<b>SERIES:</b>	Chief Officer	<b>FLSA:</b>	Exempt
<b>JOB CLASS CODE:</b>	0216	<b>WORK YEAR:</b>	12 Months
<b>DEPARTMENT:</b>	Communications Office	<b>SALARY:</b>	Range 29 Salary Schedule A-C
<b>REPORTS TO:</b>	Deputy Superintendent	<b>BOARD APPROVAL:</b>	01-12-10
		<b>CABINET REVISION:</b>	02-11-15

**BASIC FUNCTION:**

Provide leadership and direction for the district's public relations and marketing programs, cable television operation, media relations, employee communications, and corporate and governmental relations on a local, state, and national basis. Serve as public relations counsel to the Superintendent, Superintendent's Cabinet, and Executive Staff, and serve as a liaison between the press/media and the district. Communicate the district's vision, mission, goals, objectives, results, and challenges to parents and the community. Build and maintain public support for the Sacramento City Unified School District (SCUSD) in collaboration with the Superintendent, Superintendent's Cabinet, Executive Staff, and SCUSD Principals/administration. Provide leadership and direction for the effective and efficient day-to-day operations of Public Relations (media relations, employee communications, and marketing).

**REPRESENTATIVE DUTIES: (Incumbents may perform any combination of the essential functions shown below [E]. 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 accurately reflect the principle job elements.)**

Leadership

- Communicate and represent the district's vision and perspective internally and to the general public/community, as designated by the Superintendent. **E**
- Build and maintain public support for public education and the school system in collaboration with the Superintendent, Superintendent's Cabinet, Executive Staff, and SCUSD administration. **E**
- 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. **E**
- Serve as public relations counsel and advisor to the Superintendent, and serve on the Superintendent's Cabinet and Executive Staff. **E**
- Provide professional public relations counsel and assistance to SCUSD administration and the Board of Education pursuant to Board Policies and Administrative Regulations. **E**
- 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. **E**
- Represent the Superintendent and SCUSD administration at various community functions and on local, state, and national non-profit and professional boards. **E**
- Serve as the Superintendent's representative and liaison to community leaders and groups. **E**

### Administration and Management

- Plan and administer district-wide functions as designated by the Superintendent. **E**
- Develop and monitor program's annual objectives, performance measures, and budgets. **E**
- Plan, develop, and maintain effective processes and channels of communication with internal and external audiences. **E**
- Develop communication strategies, tactics, and action plans for all major SCUSD initiatives, and serve as a public relations consultant to key district committees and task forces. **E**
- 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. **E**
- Manage the operations of the Public Relations Department, with direct responsibility for department personnel, budget, materials, and equipment. **E**
- 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. **E**
- Provide appropriate professional development opportunities for department managers/directors. **E**

### 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. **E**
- Serve as a liaison between the district and the media, and serve as the district's chief spokesperson, handling sensitive and controversial issues. **E**
- Develop, coordinate, and monitor the crisis communication plan and implementation. **E**
- Organize press conferences and the release of information to the media and the public. **E**
- Develop and maintain working relationships with community leaders, organizations, and members of the media. **E**

### Public Engagement

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

### Marketing/Communications

- Develop and maintain brand image, positioning, and messaging for SCUSD; develop and maintain image and identity standards for SCUSD. **E**
- Secure the development of public opinion polls, and solicit feedback from SCUSD community members through formal and informal means regarding district initiatives, programs, and decisions. **E**
- Provide analysis of results, and recommend public relations/marketing strategies and tactics. **E**
- Develop district-wide advertising and public relations campaigns and collateral materials to market SCUSD. **E**
- Provide support and direction in effective communications and marketing to school-based customers. **E**
- 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. **E**
- Build capacity of SCUSD administrators and departments in communications by providing training on variety of topics, including public engagement, marketing, and media. **E**

Employee Communications

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

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. **E**
- Work collaboratively with and provide communication expertise to Superintendent's Cabinet and Executive Staff on a variety of SCUSD projects and initiatives. **E**
- Decisions made have a direct impact on employee and public perception regarding SCUSD. **E**

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, SCUSD 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. **E**

Perform related duties as assigned.

**TRAINING, EDUCATION, AND EXPERIENCE:**

Any combination equivalent to: Bachelor's degree in communications, English, public relations, journalism, marketing, or related field, and seven years experience in public relations and marketing management strategy development. Master's degree or equivalent experience and professional development in communications, marketing, public policy administration, or related field preferred.

**LICENSES AND OTHER REQUIREMENTS:**

Valid California driver's license; provide personal automobile and proof of insurance.

**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.

Sacramento City and County community concerns and dynamics, politics, issues, leaders, and influencers.

SCUSD leadership, staff, curriculum and instructional programs, policies, procedures, practices, and budget.

Brown Act, laws related to freedom of press, and free access to public information.

Legal entitlements and restraints.

Public speaking techniques.

Communicate with a diverse socio-economic population.

Correct English usage, grammar, spelling, punctuation, and vocabulary.

Technical aspects of field of specialty.

Budget preparation and control.

Applicable laws, codes, regulations, policies, and procedures.

School district organization, operations, policies, and objectives.  
 Interpersonal skills using tact, patience, and courtesy.  
 Effective oral and written communication skills.  
 Principles and practices of management, supervision, and training.  
 Evaluation approaches, strategies, and techniques.  
 Operation of a computer and related software.

**ABILITY TO:**

Develop and implement comprehensive public relations strategies and activities.  
 Generate print and broadcast media coverage.  
 Translate and project education objectives into broad terms of public understanding and circulation.  
 Maintain confidentiality of district information.  
 Prepare and deliver oral presentations.  
 Serve as a spokesperson for the district.  
 Establish and maintain cooperative and effective working relationships with others.  
 Work independently with little direction.  
 Communicate effectively, both orally and in writing.  
 Read, interpret, apply, and explain rules, regulations, policies, and procedures.  
 Analyze situations accurately, and adopt an effective course of action.  
 Plan and organize work to meet schedules and timelines.  
 Prepare comprehensive narrative and statistical reports.  
 Supervise and evaluate the performance of assigned staff.  
 Operate a computer terminal and related software.  
 Meet state and district standards of professional conduct as outlined in Board Policy.

**WORKING CONDITIONS:**

**SAMPLE ENVIRONMENT:**

Office environment; drive a vehicle to conduct work.

**SAMPLE PHYSICAL ABILITIES:**

Hear and speak to make presentations, and exchange information in person and on the telephone; dexterity of hands and fingers to operate a computer keyboard; see to read, prepare documents and reports, and view a computer monitor; sit or stand for extended periods of time; bend at the waist, reach overhead, above the shoulders, and horizontally to retrieve and store files; lift light objects.

**HEALTH BENEFITS:** District pays a portion of the employee’s health benefits through District-offered plans.

**APPROVALS:**

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Cancy McArn, Chief Human Resources Officer

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Date

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José L. Banda, Superintendent

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Date