



# **ORANGE COUNTY SCHOOLS**

## **POSITION DESCRIPTION**

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<b>POSITION TITLE</b>	<b>Chief Communications Officer</b>
<b>SCHOOL/DEPARTMENT</b>	Communications
<b>SALARY</b>	School Administrator VI
<b>FLSA STATUS</b>	Exempt
<b>REPORTS TO</b>	Superintendent
<b>SUPERVISES</b>	1 Webmaster, 2 Coordinators, 2 Receptionists, 1 Administrative Assistant
<b>WORK WEEK SCHEDULE</b>	Monday - Friday; Must be able to work evenings and some weekends
<b>WORK HOURS</b>	40
<b>NUMBER OF MONTHS PER YEAR</b>	12

### **POSITION PURPOSE:**

The Chief Communications Officer manages, supervises, and administers a comprehensive system-wide communication and public relations plan, including school-community relations programs, for Orange County Schools. The CCO serves as a liaison and counsel to the Board of Education, Superintendent, Cabinet and senior level administrators regarding necessary and appropriate actions in order to communicate the mission, vision, and priorities of the district and to engender public understanding and support of the role, objectives, accomplishments and needs of the school system. The CCO serves as the media liaison regarding district-wide events and issues and serves as the spokesperson for the district as appropriate.

### **MINIMUM QUALIFICATIONS:**

#### **KNOWLEDGE, SKILLS, AND ABILITIES**

- Comprehensive knowledge of the principles, practices and procedures of media, public and community relations

- Comprehensive knowledge of school system objectives, procedures and organization processes and methods
- Ability to conceptualize, initiate, monitor and evaluate new and/or current programs
- Demonstrated success working with people, in establishing goals, objectives and action plans to achieve goals.
- Familiarity with OCS Board of Education policies and procedures
- Ability to establish and maintain effective working relationships with school system staff, staff members of external funding agencies, and the community
- Successful oversight of fiscal operations and budget management

***EDUCATION, TRAINING, AND EXPERIENCE***

- Master’s Degree from an accredited institution in Education Administration, Journalism, Public or Business Administration, Public Relations, or Marketing
- Eight (8) years of progressively responsible experience in communications, public relations, journalism, marketing, or a related field, of which three (3) years must have been in a public school system
- Experience in major or planned gift fundraising and development
- Demonstrated success working with people, in establishing goals, objectives and action plans to achieve goals
- Any equivalent combination of training and experience that provides the required skills, knowledge, training, and abilities

***CERTIFICATION AND LICENSE REQUIREMENTS***

- Must possess a valid driver’s license issued by the NC Department of Motor Vehicles

***PREFERRED QUALIFICATIONS:***

- Three (3) to five (5) years of progressively responsible experience in public personnel administration and/or management
- Strong background in computer technology, website design, and publications

***ESSENTIAL DUTIES AND RESPONSIBILITIES***

1. Serve as the primary spokesperson/commentator for the Superintendent and the school system
1. Oversee district messaging, including district-level presentations, compose and edit district talking points, speeches, and communications and provide quality control for print and voice messaging
2. Develop media relations, electronic and print media releases and op/ed articles
3. Draft and conduct emergency communications; serve as a liaison with emergency management and law enforcement as needed, including inclement weather notifications
4. Create and maintain the district’s social media sites
5. Coordinate with other district administrators to develop and maintain the district’s website
6. Participate in, and coordinate when necessary, collaboration with stakeholder groups including, but not limited to, the Chamber of Commerce’s Schools Committee, GlaxoSmithKline Days of Service program, UNC Hospital staff programs, Parent-Teacher Associations, etc.
7. Coordinate and organize the annual Stuff the Bus campaign, coordinate and plan the Family

#### Academy Events

8. Address parents, staff and community inquiries and process public records requests
9. Develop district level telephone and email communications and coordinate distribution, tracking and delivery of public and district materials
10. Supervise and conduct personnel administration duties for direct report subordinates, including hiring, evaluating, assigning special duties, monitoring attendance and travel reports, and granting leave in accordance with OCS policies and regulations
11. Performs other related duties as assigned by the Superintendent

#### School Community Relations (After-school Program Administration)

1. Provide leadership in the development, implementation and evaluation of the system-wide afterschool program and ensure that the program meets district and NC Division of Child Development (NC-DCD) required standards
2. Establish department goals that support the school community relations priorities and identifies methods to measure progress
3. In consultation with the Finance Department, develop a budget and spending plan, recommend tuition rates, distribute budget information to appropriate staff and principals, provide leadership in budgetary matters
4. Evaluate afterschool programs, submit recommendations for improvement to the Superintendent and/or district leadership, and over the implementation of approved program changes

#### Facility Use

1. Assure compliance with School Board policies regarding school facility use and utilization by all users.
2. Inform the Chief Operating Officer of the status and progress of ongoing and special tasks and alert the COO and others as needed regarding potential or unforeseen complications pertaining to current policy implementations or related goals and procedures
3. Follow and update all regulations and notices related to community or shared use and ensure schools and the community are aware of any updates and revisions
4. Develop a Facility Use procedures manual and an electronic method for submitting applications and usage fees
5. Collect and analyze relevant data regarding building utilization and revenues generated in order to anticipate any changes in the future; develop for review and annual assessment fee schedules for community use of facilities
6. Assist with planning and conducting necessary meetings related to the utilization of district facilities and properties using the community use or shared use concept
7. Review the building use application process and submitted applications to ensure schools are following proper procedures
8. Provide facility use guidance to office staff, school employees, community and government agencies and businesses as required
9. Provide guidance to school personnel regarding effective means of communication regarding issues related to community or shared use of facilities
10. Provide information to other departments, offices and the public in a timely manner and respond to various issues involving the use of district resources by district related organizations or groups, community groups, commercial organizations and government agencies

#### Web Design

1. Coordinate the activities of the Web Design team, including but not limited to the district's electronic communications and footprint

Switchboard at the Central Office

1. Supervise the receptionists for the district’s primary switchboard, including coordination of coverage and scheduling for absences or changes in coverage

<b>WORKING CONDITIONS</b>	
<b>PHYSICAL DEMANDS</b>	Work is considered light physical work requiring the exertion of up to 20 pounds of force.
<b>WORK ENVIRONMENT</b>	Employees in this position are required to work in indoor and outdoor environments, and come into direct contact with OCS staff, students and the public.
<b>ACKNOWLEDGEMENTS</b>	
The following signatures acknowledge that the supervisor has verified the accuracy of the position description, has discussed position requirements with the employee, and has advised the employee of work performance expectations	
<i>Reviewed by: Employee's Signature</i>	<i>Date</i>
<i>Approval by: Supervisor's Signature</i>	<i>Date</i>
The completed and signed position description shall be maintained at the employee’s work location, shall be reviewed with the employee by his or her immediate supervisor, should be revised as required, and shall serve as the basis for all required evaluations.	

**DISCLAIMER:** *The above statements are intended to describe the general purpose and responsibilities assigned to this position. They are not intended to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and skills that may be required of the employees assigned to this position. This description may be revised by the supervisor, with HR review and approval, any time.*