

Chief Communications Officer

Position Details

Reference Code: B045

Division/Unit: Communications

Classification: Administrator

Terms of Employment: At-Will, Equivalent to Range 48 of the Unified Administrative Salary Schedule, 12 Months

FLSA STATUS: EXEMPT

Position Summary

This position is responsible for all districtwide communication and marketing as well as National, state, and local media coverage. This position will utilize effective communication methods and tools to ensure internal and external stakeholders are not only informed but engaged in Clark County School District mission, strategic goals, objectives, priorities, and outcomes. This position will lead and direct all internal and external communication, media relations programs and marketing program in support of the District's mission and goals. This position is directly responsible to the Superintendent of Schools.

Essential Duties and Responsibilities

The list of Essential Duties and Responsibilities is not exhaustive and may be supplemented.

1. Develop and direct a comprehensive communications program to support the District's mission and goals.
2. Serve as the spokesperson for the Clark County School District through all appropriate channels, including community outreach, broadcast media, the internet, and social networks such as the use of Twitter, Facebook, Podcasts, and other next generation communication channels.
3. Contribute leadership to the organization beyond assigned accountabilities to champion the Clark County School District mission, vision, and strategic plan,

- including the development and management of a strategic plan for communications, media relations and marketing.
4. Direct the writing and editing of speeches, scripts, articles, reports, proclamations, resolutions, and correspondence for Clark County School District Board of Trustees Board Members, the Superintendent of Schools, and senior staff.
 5. Prepare and direct the writing, design, production, and/or distribution of publicity brochures, newsletters, booklets, flyers agendas, invitations, and multimedia programs.
 6. Manage media relations; including working with media for the purpose of informing the public of an organization's mission, policies and practices in a positive, consistent and credible manner; coordinating directly with persons responsible for producing the news and features in the mass media; building the critical and necessary organizational relationships with members of the press and media.
 7. Provide and implement consistent communication strategies to support multi-cultural outreach to diverse District communities and external stakeholders.
 8. Initiate the use of broadcast, internet, intranet and other mass media, next generation communications channels to support consistent information, messaging, consensus building and community understanding of issues related to the Clark County School District challenges and success.
 9. Utilize electronic communications tools, including Web presence and social media to keep the community informed about and engaged in District priorities, policies, practices, challenges, and opportunities.
 10. Establish internal communications channels as appropriate to support a robust and consistent messaging environment throughout the CCSD system that aligns with and extends the District's mission, vision, and strategic plan.
 11. Leverage internal communications channels to support organizational change management initiatives as appropriate.
 12. Facilitate and support the effectiveness and efficiencies of communications efforts within District schools, divisions, departments, and other areas.
 13. Assist and advise schools and District departments regarding internal and external strategic communication and marketing programs to support increased capacity of the organization to actively market programs and inform media outlets of school-based activities.
 14. Direct and assist with writing, designing, producing, and/or distributing marketing materials and collateral items such as brochures, announcements, newsletters, presentations, white papers, booklets, flyers, agendas, website content, invitations, and multimedia programs.

15. Design templates for schools and departments to facilitate ease of creating marketing material while maintaining visual and brand consistency.
 16. Ensure successful application of District brand and image standards by establishing a consistent “brand” and image strategy for the Clark County School District; supporting and expanding the brand throughout available channels to promote the District interests and ensure public awareness of the success of the Clark County School District.
 17. Provide proactive and strategic media relations, marketing, and communications counsel for District leadership, ensuring that potential public relations concerns and issues are identified and addressed.
 18. Establish and coordinate a public relations campaign that leverages the Clark County School District’s position as an education leader in the state/nation to enhance the stature, visibility and presence of the school District and its team members in the community to support the positive image of the Board of School Trustees.
 19. Develop and implement crisis communication plans to effectively respond to emergency situations, to ensure target audiences are reached through appropriate venues, and to inform the media.
 20. Generate awareness and support across the diverse stakeholder communities for the District’s innovations, transformational strategies, and evolving educational and business practices.
 21. Establish feedback and monitoring mechanisms to measure and track the status of the Clark County School District’s image throughout stakeholder communities.
 22. Develop and prepare the annual preliminary budget for communication, media relations and marketing; analyze and review budgetary and financial data; control and authorize expenditures; and analyze outcomes to determine the positive return on investment.
 23. Direct the preparation and maintenance of a variety of narrative and statistical reports, records, and files related to media relations, personnel, and assigned duties.
 24. Ensure department activities comply with established laws, codes, regulations, policies, and procedures.
 25. Supervise and evaluates the performance of assigned staff.
 26. Perform other duties related to the position, as assigned.
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Position Expectations

1. Knowledge of public relations practices, procedures, techniques, and terminology.

2. Knowledge of educational needs, goals, and objectives of the District.
 3. Knowledge of proactive strategies to support communications surrounding new, existing, or potential circumstances impacting the District.
 4. Knowledge of principles, practices, and basic understanding of effective communications, media relations and marketing to support an aligned vision and a positive relationship with the media and press.
 5. Knowledge of District organization, operations, policies, and objectives.
 6. Knowledge of policies and objectives of assigned programs and activities.
 7. Ability to meet with media and press outlets and establish open lines of communication; represent the District as the spokesperson and promote District educational priorities and communicate educational needs.
 8. Ability to interpret, apply, and explain rules, regulations, policies, and procedures.
 9. Ability to establish and maintain cooperative and effective working relationships with others.
 10. Ability to analyze situations accurately and adopt an effective course of action.
 11. Ability to prepare comprehensive narrative and statistical reports.
 12. Demonstrated ability to maintain a high level of initiative.
 13. Possess superior writing, editing, verbal, and interpersonal skills, especially in communicating complex policies and practices to varied audiences.
 14. Ability to work cooperatively with the media, Clark County School District Board of Trustees, and all level of District employees, students, community partners, and the public.
 15. Possess personal characteristics including, but not limited to poise, perspective, integrity, flexibility, professional demeanor, and personal appearance necessary for success as an administrator in the District.
 16. Ability to exemplify integrity, candor, and high ethical conduct.
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Position Requirements

Education and Training

An earned bachelor's degree from an accredited college or university in communications, journalism, marketing, public relations, English, public administration, or related field.

Licenses and Certifications

A valid driver's license that allows the applicant/employee to legally operate a motor vehicle in Nevada.

Experience

1. Satisfactory service in corresponding or related positions, or five (5) years of successful supervisory experience related to the administrative position.
2. Ten (10) years of increasingly responsible private or public experience and demonstrate capabilities in the fields of media relations, marketing, and communications. Five (5) years of the required ten (10) years of experience must be in an administrative/managerial capacity.
3. Thorough knowledge and experience with the principles and practices of media relations, marketing, and journalism.

Preferred Qualifications

1. An earned master's degree from an accredited college or university in education, public administration, or related field.
2. Seven (7) years of increasingly responsible experience with demonstrate capabilities in the fields of media relations, marketing, and communications.
3. Familiarity with urban education issues.
4. Second language fluency.

When applying for an administrative position, candidates must meet the minimum qualifications as listed on the appropriate position vacancy announcement.

AA/EOE Statement

This employer does not knowingly discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity or expression, age, disability, or national origin.

Job Revision Information

- Revised: 01/05/21
- Created: 07/08/19