

CLARKSVILLE-MONTGOMERY COUNTY SCHOOL SYSTEM
CLARKSVILLE, TENNESSEE
Job Description

Job Title: Chief Communications Officer

Department: Central Office

Date: February, 2007

Reports To: Director of Schools

Grade: 82

Purpose of Job

The purpose of this job is to provide leadership and guidance related to the internal and external dissemination of accurate and, timely information about school policies, programs, procedures, achievements, decisions and critical issues; address rumors and misinformation; develop an open climate that will elicit ideas, suggestions and positive reactions from both the community and employees; through stakeholder engagement and develop and maintain an effective working relationship with the news media.

Essential Duties and Responsibilities

The following duties are normal for this job. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

- Supports system Strategic Plan in all activities.
- Maintains knowledge of all major events within the system and an awareness of school programs and activities as a basis for accurate reporting and communicating.
- Directs the school system's information dissemination program with major emphasis on communications within the community, communications between the student's school and home and communications between the system and the community.
- Works with administrators, staff members and community in planning and developing public relations programs and strategies for both one-way and two-way communications.
- Assists staff members to tell a story of what is happening educationally, by news story, multimedia presentation, speech, article or media announcement.
- Develops and maintains an effective working relationship with the news media and serves as communications liaison between the press and the Director of Schools and staff members.
- Prepares news releases, organizes news conferences and prepares informational programs.
- Arranges for press coverage at all major functions of the system.
- Manages the development and production of system publications, videos and website content for staff and community.
- Maintains a working relationship with community leaders and community organizations, such as the Chamber of Commerce.
- Represents the school system in community, state and national functions as directed by the Director of Schools.
- Plans develops and maintains channels for communication with all staff.
- Develops communication plans on an ongoing basis.

- Manages the information office with direct responsibility for budget development, materials and equipment.
- Oversees surveys related to public opinion.
- Manages Printing Services and Front Desk Receptionists.
- Administers system-wide functions as designated by the Director of Schools.
- Serves as an advisor to the Director of Schools and Senior Leadership Team.
- Confers with educational leaders in curriculum and instruction at state, regional and national levels.
- Performs other functions and assumes other responsibilities as may from time to time be assigned by the Director of Schools.

Additional Job Functions

Performs other duties as required.

Minimum Training and Experience Required to Perform Essential Job Functions

Bachelor's degree from an accredited college or university with a combination of concentrations in public relations, behavioral sciences, management and education required, with two or more years in public relations with an educational organization. Desired or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills and abilities for this job.

Knowledge of Job

Has considerable knowledge of the policies, procedures and activities of the school system as they pertain to the performance of duties relating to the job of Communications Director. Has considerable knowledge of Board of Education practices as necessary in the completion of daily responsibilities. Knows how to develop and administer operations and staff plans and objectives for the expedience and effectiveness of specific duties of the office. Knows how to keep abreast of any changes in policy, methods, computer operations, equipment needs, etc. as they pertain to the operations and activities of the Communications Director. Is able to effectively communicate and interact with supervisors, members of the general public and all other groups involved in the activities of the position. Is able to assemble information and make written reports and documents in a concise, clear and effective manner. Has good organizational, human relations and technical skills. Is able to use independent judgment and work with little or no direct supervision when necessary. Has the ability to comprehend, interpret and apply regulation, procedures and related information. Has comprehensive knowledge of the terminology, principles and methods used in public education. Has the mathematical ability to handle required calculations. Is knowledgeable and proficient with computers. Is able to read, understand and interpret financial reports and related materials.

(ADA) MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

PHYSICAL REQUIREMENTS:

Must be physically able to operate a variety of office machines, which includes a computer, printer, facsimile machine, copy machine, calculator, telephone, etc. Must be able to use body members to work, move or carry objects or materials. Must be able to exert up to twenty pounds of force occasionally, and/or up to ten pounds of force frequently. Physical demand requirements are at levels of those for active/light work.

DATA CONCEPTION:

Requires the ability to compare and or judge the readily observable, functional, technical, structural and compositional characteristics (whether similar to or divergent from obvious standards) of data, people or things.

INTERPERSONAL COMMUNICATION:

Requires a high degree of accomplishment in communicating ideas, using currently recognized standards for conducting press conferences, question and answer sessions and general discourse.

LANGUAGE ABILITY:

Requires the ability to read a variety of informational documentation, directions, instructions and methods and procedures related educational issues. Requires the ability to write expositions with proper format, punctuation, spelling and grammar, using all parts of speech. Requires the ability to speak with and before others with poise, voice control and confidence using correct English and a well-modulated voice.

INTELLIGENCE:

Requires the ability to learn and understand relatively complex principles and techniques; to make independent judgments in absence of supervision; to acquire knowledge of topics related to the job of Communications Director.

VERBAL APTITUDE:

Requires the ability to record and deliver information to supervisors and officials; to explain procedures and policies; and to follow verbal and written instructions, guidelines and objectives.

NUMERICAL APTITUDE:

Requires the ability to add and subtract totals; multiply and divide; determine percentages; determine time and weight; and utilize statistical inference.

FORM/SPATIAL APTITUDE:

Requires the ability to inspect items for proper length, width and shape visually.

MOTOR COORDINATION:

Requires the ability to coordinate hands and eyes in using automated office and departmentally-related equipment.

MANUAL DEXTERITY:

Requires the ability to handle a variety of items, office equipment, control knobs, switches, etc. Must have the ability to use one hand for twisting or turning motion while coordinating other hand with different activities. Must have high level of eye/hand/foot coordination.

COLOR DISCRIMINATION:

Requires the ability to differentiate colors and shades of color.

INTERPERSONAL TEMPERAMENT:

Requires the ability to deal with people (i.e. staff, supervisors, general public and officials) beyond giving and receiving instructions such as in interpreting departmental policies, decisions and procedures. Must be adaptable to performing under minimal stress when confronted with an emergency related to the job of Communications Director.

PHYSICAL COMMUNICATION:

Requires the ability to talk and/or hear (talking – expressing or exchanging ideas by means of spoken words) (hearing – perceiving nature of sounds by ear).

The Clarksville-Montgomery County School System is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the school system may provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer. Signatures below indicate the receipt and review of this job description by the employee assigned to the job and the immediate supervisor.

Employee's Signature

Supervisor's Signature

Date

Date