

SACRAMENTO CITY UNIFIED SCHOOL DISTRICT
Position Description

TITLE:	Chief Communications Officer	CLASSIFICATION:	Non-Represented Management Superintendent's Cabinet, Classified
SERIES:	Chief Officer	FLSA:	Exempt
JOB CLASS CODE:	0216	WORK YEAR:	12 Months
DEPARTMENT:	Communications Office	SALARY:	Range

Administration and Management

Plan and administer district-wide functions as designated by the Superintendent. **E**
, 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**

x Manage the operations of the Public Relations Department, with direct responsibility for department personnel, budget, materials, and equipment. **E**
Supervise, evaluate, and hold accountable

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**

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:

-offered plans.