

SAN DIEGO UNIFIED SCHOOL DISTRICT

POSITION DESCRIPTION

TITLE:	Chief Public Information Officer	REPORTS TO:	Superintendent of Public Education
DEPARTMENT:	Public Information & Relations Division	CLASSIFICATION:	Management
FLSA:	Exempt	SALARY GRADE:	050
ISSUED:	July 29, 2014		

BASIC FUNCTIONS:

Provide proactive, collaborative leadership in the development, implementation, and communication of the district's mission, vision and priorities among all education stakeholders, including students, teachers, staff, school and district administrators, parents and community; serve as a member of the Superintendent's Cabinet; participate in long-range strategic planning; assist with developing system-wide budget, plans, policies and activities.

Develop, organize, control, and direct the functions of a robust district-wide communications and public relations and marketing strategy to increase public awareness and understanding and create a positive, coherent and consistent overall district image and representation of the district's mission, vision and priorities.

REPRESENTATIVE DUTIES: (Incumbents may perform any combination of the essential functions shown below. 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 principal job elements.)

E = Essential Functions

Lead, inspire and communicate the district's mission, vision and priorities to all stakeholders that leverage the use of digital-age resources and 21st century communication methods. *E*

Serve as chief district spokesperson, faithfully advocate for the district's positions and initiatives, and issue official statements on behalf of the district; hold district-level press conferences and media briefings; ensure that information disseminated by the district is in alignment with Board and Superintendent direction and that public announcements are made in the most appropriate fashion and through the most appropriate channels to maximize the impact of the district's work. *E*

Advise the Board, Superintendent and Cabinet on all matters relating to communications, public relations and marketing functions; ensure staff that interacts with the media and public do so in a manner that is aligned with and represents the district's key initiatives. *E*

Prepare relevant background information and accompany the Superintendent to community events and meetings with a variety of stakeholder groups; represent the Superintendent at such events and meetings in his/her absence. *E*

Draft speeches and articles for the Superintendent and provide salient talking points in alignment with overall district vision and key initiatives; disseminate final versions internally and externally to reach a wide and appropriate audience, including stakeholder groups. *E*

Actively solicit large scale philanthropic funding in support of the district's mission, vision, and initiatives; provide direction and guidance to the Research and Development Department in aligning and leveraging funding opportunities to support overall district strategies. *E*

Develop and implement highly visible, comprehensive district-level 21st century communication, public relations and marketing strategies, policies and standards that are inclusive of all stakeholder groups and constituents; provide assistance to educational leaders in public relations and marketing district schools. *E*

Initiate and maintain communications with the non-English speaking media and the populations they represent. *E*

Stay abreast of the news and public sentiment regarding public education in general and the district in particular; proactively solicit media coverage that promotes a positive image of public education and the district. *E*

Effectively and persuasively communicate with local, state and federal agencies, government offices and lobbyists; engage educators, employers, community members, parents and policymakers in an ongoing dialogue that provides awareness of the district's mission, vision and priorities. *E*

Provide public safety information during an emergency or natural disaster; manager crisis communication. *E*

Provide leadership, direction and supervision to the District Relations and Communications offices and the Education Center reception desk; develop and provide training to all district departments and school sites on projecting a customer service oriented and family-friendly image to the community, parents, students and stakeholders. *E*

In collaboration with Information Technology Support Services, develop and implement policies and practices for the safe, legal, and ethical use of digital information, technology and social media. *E*

Work with the District's government relations representative to develop relationships with government officials and advocate on local, state and national levels regarding policies, programs, and funding to support implementation of K-12 education. *E*

Make written and oral presentations to the Board of Education, principals, teachers, parents, and community groups; attend regular meetings of Board; conduct senior staff meetings; attend other related meetings; maintain various records and create summary reports. *E*

Supervise and conduct personnel administration duties for direct report subordinates, including hiring and termination, evaluating, assigning special duties, monitoring attendance and travel reports, and granting leave. *E*

Perform special projects and related duties as assigned.

MINIMUM QUALIFICATIONS:

EDUCATION AND EXPERIENCE:

A combination of training, experience, and/or education equivalent to a bachelor's degree in communications, public relations, or related field, with an advanced degree/doctorate preferred, and eight years or more progressively responsible experience in the area of strategic communications, public relations, public affairs or management at a major school district, municipality or public agency.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

- Values, benefits, principles and practices of 21st Century communications, public relations, and marketing campaigns/strategies.
- Effective organizational development principles and practices.
- Long-range communications plans, development methodology and development standards.
- Federal, state and local policies and procedures regarding communications.
- Current literature, trends, and development in the communications, public relations and marketing fields.
- Techniques and strategies for communications in a large, diverse organization.
- Principles and techniques of budget preparation and control.
- Principles and practices of administration, supervision, and training.
- Principles and practices of conflict resolution and crisis management.
- Current issues regarding public education.
- Applicable laws, codes, regulations, policies, and procedures.

ABILITY TO:

- Successfully lead and implement major projects or programs through bold, innovative, and progressive thinking.
- Provide leadership and direction in assigned functions.
- Create, lead and support effective districtwide communications, public relations and marketing strategies.
- Review existing and pending legislation related to assigned programs and recommend origination, modification, or support of legislative measures.
- Maintain current knowledge of applicable provisions of federal, state, and district laws, rules, and regulations.
- Communicate effectively both orally and in writing, motivate assigned staff, collaborate with colleagues and cultivate strategic partnerships.
- Manage and diffuse potentially high profile or sensitive issues between the district and the public
- Use tact, patience and courtesy and other positive interpersonal skills.
- Interpret, apply and explain rules, regulations, policies and procedures.
- Establish and maintain cooperative and effective working relationships with others
- Operate a computer and assigned office equipment.
- Analyze problems, make decisions, and be responsible for those decisions.
- Meet schedules and time lines.
- Work independently with little direction.
- Plan and organize work.
- Supervise and evaluate the performance of assigned staff.

WORKING CONDITIONS:

ENVIRONMENT:

Indoor, office setting

PHYSICAL REQUIREMENTS:

Dexterity of hands and fingers to operate a computer keyboard; sitting or standing for extended periods of time; hearing and speaking to exchange information and make presentations; seeing to read and write reports; lifting light objects.

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