

**GREGORY-PORTLAND INDEPENDENT SCHOOL DISTRICT  
JOB DESCRIPTION**

<b>Job Title:</b> Chief Communications/Engagement Officer	<b>Wage/Hour Status:</b> Exempt
<b>Reports to:</b> Superintendent	<b>Admin/Prof Pay Grade:</b> 110 (226 Days)
<b>Dept./School:</b> Central Administration Office	<b>Date Revised:</b> 05/17/2023

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**Primary Purpose:**

Lead, promote positive culture and the understanding, support, and advancement of the district’s vision, mission, beliefs, scorecard, and learner-centered culture among the school district and community. Prepare and provide information to the public about the activities, goals, and policies of the school district, its people, and its purpose with grace, integrity, and the alignment of the expectations of the Superintendent. Distribute pertinent information about the district and its activities to employees and provide advisement and direction to district leaders to enhance communication strategies and practices throughout the district.

Handle confidential information and frequent contact with all levels of district employees, outside agencies, and the general public in a manner consistent with Learner-Centered Culture and supervisor expectations.

**Qualifications:**

**Education/Certification:**

Bachelor’s degree preferably English, journalism, communications, or a related field

**Special Knowledge/Skills:**

- Absolute commitment to building positive, proactive culture for team, district, community
- Exemplary skills in public speaking, writing, editing, and multimedia management
- Exemplary skills in organization, communication, and interpersonal relations
- Proven success in management, and thorough knowledge of, media relations, marketing, promotional, informational, and public relations functions
- Proven success in event planning and culture-building management/activities
- Knowledge and proven practice with crisis communication management
- Knowledge of nonprofit management, business partnership management, advertising, and other merchant- and/or donor-related best practices
- General knowledge of public education law, policy, procedures, and operations at local, state, and federal levels
- Ability to conduct extensive research using a variety of sources and develop strategic recommendations based on fact, findings, public sentiment, and other relevant data/information
- Ability to manage time well and prioritize with changing assignments on short notice
- Ability to lead, create, and effectively implement policies and procedures
- Ability to generate, analyze and interpret complex data using varied platforms
- Ability to use district-owned computer to design and produce district publications, edit video and audio as needed for sensitive content release
- Ability to meet established deadlines and assume a sense of urgency appropriate to any task/project(s)
- Ability to maintain the highest degree of professionalism and appropriate communication style to engage with various audiences, individuals as a representative and spokesperson for the district
- Ability to work well under pressure and maintain composure as appropriate
- Bilingual, preferred

**Experience:**

10+ years public relations, journalism, and/or communications experience  
Such alternatives to the above qualifications as the Board may find appropriate

## **Major Responsibilities and Duties:**

### **Key Work Processes**

1. Lead development of the Communications & Engagement team, and district as a member of the Superintendent's Senior Leadership Cabinet.
2. Lead management of Strategic Communications for the district, and serve as an advisor to the Superintendent, Cabinet, and other district leaders and staff with regard to culture-building and communication, marketing, media, and other best practices within realm of expertise.
3. Lead, manage school board policy, board mini sessions in advance of regular board meetings, board recognitions, board advocacy efforts, bond election informational campaigns, and more on behalf of the Superintendent.
4. Oversee information, promotional, marketing, multimedia, and public relations operations and services.
5. Oversee brand development for the district, including image and identity with the creation, production, protection and distribution as permitted of district property, including copyrights and trademarks, as it pertains to logos, insignia, slogans, graphic content, and general public perception of the brand.
6. Oversee Family Engagement for the district, including the team assigned to provide resources, connect, listen, collaborate, communicate, and otherwise partner with families of G-PISD students and staff.
7. Oversee Community Engagement for the district, including business partnerships, advertising, and the strategic development and growth of the G-P Education Foundation (a 501(c)(3) nonprofit organization comprised of community leaders).
8. Oversee and report district progress to the board and community for Priority 3 – Quality Service and Impactful Community Engagement on the Balanced Scorecard on behalf, and in support of, the Superintendent.

### **Public Relations & Family/Community Engagement**

9. Lead, direct and manage the district's communications and public relations activities, media relations, crisis communications, and family and community engagement.
10. Serve as the district spokesperson when appropriate on behalf of the district's primary spokesperson, the Superintendent, and develop/manage/execute the comprehensive media relations plan for the district.
11. Manage public information requests as assigned by the Superintendent.
12. Oversee management of all district websites including campuses and social media accounts.
13. Oversee Executive Director role for the Educational Foundation, and advise foundation board with regard to nonprofit legal, financial, and strategic initiatives.
14. Articulate the district's vision, mission, beliefs, priorities, goals, major initiatives, etc., to the public.
15. Serve as the primary information liaison between the school system and the community.
16. Lead preparation, distribution of press releases; publish articles and photos in local media and other publications.
17. Advise, aid school personnel in publicizing and promoting any performances, exhibitions, displays, or special programs sponsored by the schools.

18. Lead, provide marketing services for district teams including but not limited to the high-quality design and release of district publications including newsletters, recruitment brochures, programs for special events, and other publications.
19. Serve as district representative on community committees as required.
20. Keep informed of developing communication trends and techniques.
21. Speak at civic organization meetings and make presentations to students, staff, and community.
22. Demonstrate awareness of district-community needs and initiate activities to meet those needs.
23. Build culture, brand through event management and advisement of best practices for event experiences.
24. Attend meetings of the Board of Trustees and prepare, present reports as requested.
25. Lead, oversee multimedia creation, development including photography, videography, podcasting, social media management and more with intent to generate positive public sentiment, response, action.
26. Provide training for district leaders, staff to advance communication strategies including customer service, media relations, family engagement, community engagement topics and more as assigned.
27. Perform other duties as assigned.

#### **Policy, Reports, and Law**

28. Lead, support the Superintendent and/or designee(s) to develop and publicize reports related to the performance of the district and the articulation of district priorities, goals, and objectives.
29. Implement the policies established by federal and state law, State Board of Education rule, and local board policy in the public information area.

#### **Budget**

30. Administer department budget and ensure that programs are cost effective and that funds are managed prudently.
31. Compile budgets and cost estimates based on documented program needs.

#### **Other**

32. Follow district safety protocols and emergency procedures.
33. Has regular in person attendance and complies with notification procedures for absences.
34. Perform other duties as assigned.

#### **Supervisory Responsibilities:**

Director of Family & Community Engagement (& Social Work team)  
Coordinator of Communications & Engagement  
Coordinator of Multimedia Production  
Secretary to the Chief Communications & Engagement Officer

**Equipment Used:**

Computer, digital camera, video camera, fax machine, copier, printer.

**Working Conditions:****Mental Demands/Physical Demands/Environmental Factors:**

Maintain emotional control under stress. Occasional prolonged and irregular hours

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The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.