

## **CHIEF COMMUNICATIONS OFFICER**

Code No. 4-05-003

Exempt Pending New York State approval

**DISTINGUISHING FEATURES OF THE CLASS:** This position serves as the head of public information for the Rochester City School District and is in charge of marketing communications and public relations in order to consistently articulate the District's mission, vision, strategies and educational programs and manage its' brand identity in order to shape and maximize customer experience. This position acts as the communications partner for a variety of strategic initiatives and works closely with the District's Executive Cabinet members. Duties involve managing media relations, the Superintendent of School's communications, District level messaging, website and social media channels, crisis communication and issues management, staff recruitment and other messaging to support schools with considerable flexibility in communicating through research, outreach and media presentation. The employee reports directly to, and works under the general supervision of the Superintendent of Schools. Does related work as required.

**TYPICAL WORK ACTIVITIES:** (All need not be performed in a given position. Other related activities may be performed although not listed.)

Interprets District's goals, objectives and mission in relation to communication activities;

Works closely with the Superintendent of Schools to define and clarify the District's message;

Advises the Superintendent of Schools on community initiatives and public affairs that affect the District and informs administration of pertinent media reports;

Serves as District spokesperson and responds to news media inquiries;

Develops strategies, tactics and messaging; assists with crisis communication;

Manages media and public relations issues and develops and nurtures relationships with media, community, labor, content and strategic partners while growing new partnerships to increase impact;

Leads the development of marketing communication campaigns and materials;

Coordinates news conferences and news shows, interviews with content expert spokespersons and provides rehearsals and on-site interview support;

Generates media coverage on positive achievements;

Develops publications, news releases, speeches, media advisories, story pitches and other related communications;

Supervises the communications team and develops and supports them to improve performance and achieve their potential;

Gathers and presents to staff background data and graphics for interface with the new media;  
Coordinates outreach efforts, including those through the worldwide web;

Analyzes resource materials from public and private sources;  
Coordinates special events including advance work such as site selection, event needs assessment and preparation.

**FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:**

Thorough knowledge of the objectives, goals and mission of the Rochester City School District; thorough knowledge of outreach techniques and practices as they relate to communications activities; thorough knowledge of effective practices, skills and techniques used in drafting press releases and other material for publication; thorough knowledge of communications strategies; thorough knowledge of English grammar and usage; good knowledge of special event coordination and preparation; working knowledge of how digital technology and social media support communication strategies; working knowledge of layout and design of informational pamphlets and brochures, advertisements, web sites and presentation materials; ability to manage the media and respond to questions and inquiries appropriately from the media and general public; ability to communicate clearly and persuasively including networking at events, group presentations and meetings; ability to develop compelling stories and bring content alive across social media channels and other media; ability to lead management and staff through communication issues, questions, and media exposure; ability to anticipate and resolve communications and public relations issues to maintain and build brand reputation; organizational and analytical ability; ability to promote positive community relations; ability to develop a budget; ability to communicate orally and in writing; ability to establish and maintain effective working relationships that demonstrate discretion, initiative resourcefulness and tact; good judgment; physical condition commensurate with the demands of the position.

**ADOPTED:** January 4, 2018