



Job Description

Position Title:	Chief Communications Officer, Family & Community Engagement/External Affairs
Job Title:	Chief Communications Officer, Family & Community Engagement/External Affairs
Function:	District Management
Family:	District Administration

Reports to:	Superintendent	Pay Grade:	E25
Terms of Employment:	<ul style="list-style-type: none"> • 230 days per year • Non-Chapter 21 employment agreement • Salary is in the pay grade E25 on the Exempt SAISD Compensation Plan. • Entry salary is at \$132,772.10 with consideration for directly related experience. 	FLSA Classification:	Exempt
Funding Source:	This position is locally funded		

Job Scope

Oversee operations of multiple departments and/or campuses across the entire district. Develops long-term strategic planning for multiple departments or campuses and oversees the implementation of these plans. Reports to the district level executives on all aspects of department or campus performance.

Position Summary

The Chief Communications Officer (CCO) is an integral part of San Antonio ISD’s executive leadership team, serving as an advisor to the Superintendent, collaborating with district leaders, and leading the district in developing and executing a comprehensive, strategic communications plan to support the district in meeting its goals. This includes internal and external communications, media relations, and news analysis. The CCO leads the Communications Team in implementing a vision for communicating with the San Antonio community that is responsive to all stakeholder groups and leverages the district’s initiatives, neighborhood schools, and choice schools and programs to increase student achievement and enrollment.

Essential Functions / Key Responsibilities

1. Develop and implement a comprehensive, strategic communications plan in support of the district’s vision, mission, and goals.
2. Advise and provide information to the Superintendent, Board of Trustees, district administrators and others, as necessary.
3. Develop and influence strategic legislative initiatives as the District’s key policy representative.
4. Develop, implement, and evaluate professional development to district and school leaders on effective communication with stakeholder groups, utilizing social media, designing web sites, and marketing schools and programs.
5. Lead the communications team in utilizing high-yield strategies in communications, marketing, public and media relations, and multicultural outreach across all forms of media.
6. Provide training, mentorship, guidance, support, and performance feedback to direct reports to ensure staff have the tools to meet and exceed customer service expectations.
7. Direct and manage the District’s public information activities and staff.
8. Develop, review, and approve department operating procedures.



Job Description

9. Provide budget oversight for department and programs.
10. Serve as the District spokesperson and coordinate media coverage and information between the school system and community.
11. Develop and maintain effective relationships with community leaders, organizations, and members of the media.
12. Responsible for developing and implementing the district's crisis communication plan.
13. Facilitate communication and collaboration among assigned department personnel, district personnel, and campus administration to enhance service delivery, program development and customer satisfaction.
14. Research and employ developing communication trends and techniques.
15. Develop advertising and public relations campaigns and collateral materials.
16. Create and maintain the district's brand and image by establishing branding and style guidelines for print, social, and digital media.
17. Develop effective media and communications strategies for non-English speaking populations.
18. Coordinate districtwide events as designated by the Superintendent.
19. Leverage all opportunities within the community through engagement and communications to discuss the District's initiatives, neighborhood schools, and choice schools and programs to increase student achievement and enrollment.
20. Oversee functions for the District with state and federal educational, legislative groups and external organizations.
21. Oversee the District's involvement in city and state organizations including, business associations, chambers of commerce, education foundations and other external organizations.
22. Responsible for development and implementation of a comprehensive parent education and engagement program.
23. Create structures, systems, and processes for a strong education link between home and school via the Family & Community Engagement Specialists.
24. Develop a district-wide family engagement master plan to include effective family engagement and customer service.
25. Provide quality professional development to include effective school to home communications, problem solving, enrollment matriculation of students and positive public relations communications.
26. Ensure that parents and community members of the District can access information about District programs and activities.
27. Responsible for the District's Customer Service Program.
28. Ensure that collaborative relationships involving parents, businesses, social service agencies and volunteers are developed, implemented, and maintained.
29. Ensure that parents and community members are systematically able to resolve issues of conflict with the District. Promote positive relations with campus personnel and the public, be receptive to effective parent education and involvement programs and parent and community partnerships.
30. Keep abreast of current research and developments to parent and community partnerships.

Minimum Requirements

- Bachelor's degree in Communication, Public Relations, Journalism, or related field from an accredited college or university or 4 years of equivalent experience
- 10+ years progressive experience in Communication or related field
- 8+ years of progressive leadership experience to include:
 - Planning, Organizing, Staffing, Directing, and Managing employees or teams.



Job Description

- Coaching, Mentoring, Developing, and Performance Managing employees or teams
- Candidate must have satisfactory outcome of fingerprinting background check. Non-refundable fee (approximately \$50.00) paid by the employee

Preferred Requirements

- Master's degree in Communication, Public Relations, Journalism, or related field from an accredited college or university

Knowledge, Skills & Abilities

- Demonstrated leadership skills
- Ability to create, design and implement quality communication products
- Demonstrated knowledge of media relations and public relations functions
- Ability to manage budget and personnel
- Ability to interpret policy, procedures, and data
- Strong organizational, communication and interpersonal skills
- Ability to problem solve, think critically, and manage conflict
- Cope with crisis situations and make immediate decisions
- Demonstrate awareness of district and community needs and initiate activities to meet identified needs
- Demonstrate current knowledge, skill and understanding appropriate to role of Chief Communications Officer
- Demonstrate a high level of personal integrity, a collaborative leadership style, and high ethical standards
- Keep informed of and comply with state, district, and campus policies affecting schools, including daily attendance, punctuality, and confidentiality
- Communicate effectively orally and in writing with persons at various levels of understanding, to include news media and the public served by the District.
- Write clear and concise reports, articles, and speeches in easily understandable language.
- Comply with the Texas Educator's Code of Ethics

Working Conditions

Work Environment:

- Computer, computer software programs and peripherals, copier, fax, and other equipment applicable to position.
- Frequent exposure to: temperature extremes (hot and cold), humidity extremes, noise. Occasional exposure to: biological hazards, communicable diseases, bacteria, insects, mold, fungi, etc.

Physical Demands/Requirements:

- Maintain emotional control under stress; work with frequent interruptions/deadlines; frequent sitting, standing, walking, climbing, balancing, pulling and pushing; reaching, repetitive hand motions, hearing, speaking clearly, visual acuity and prolonged data input; occasional lift/carry light, moderate 15-44 pounds.

Supervisory Responsibilities / Direct Reports

- Supervise and evaluate assigned program administrators and clerical staff



Job Description

It is the policy of San Antonio ISD not to discriminate on the basis of race, color, religion, national origin, age, sex, gender identity, gender expression, sexual orientation or disability in its vocational programs, services or activities as required by Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Education Amendments of 1972; Section 504 of the Rehabilitation Act of 1973, as amended, and SAISD's board policies DIA, FFH, and FFI.

Employee Signature:

Date: