



The district is partnering with Edgility Consulting to find candidates for this position. To be considered for this position, email your resume and cover letter to Kevin Bryant at kbryant@edgilityconsulting.com.

Job Description

Position Title:	Chief Communications Officer
Job Title:	Chief Communications Officer
Function:	District Management
Family:	District Administration

Reports to:	Superintendent	Pay Grade:	XX4
Terms of Employment:	<ul style="list-style-type: none"> • 230 days per year. • Non-Chapter 21 employment agreement. • Salary is in the Administrative Management Job Group XX4 on the SAISD Compensation Plan. • Entry salary is at \$132,773.02 with consideration for directly related experience. 	FLSA Classification:	Exempt
Funding Source:	This position is locally funded		

San Antonio Independent School District ranks third in student population among the 15 Bexar County-area school districts and is the 13th largest of Texas' 1,057 school districts. Of the 53 school districts in Texas with more than 25,000 students, San Antonio ISD has had the largest improvement in the student achievement domain and the second largest in student progress and has been recognized as one of the fastest improving school districts.

Our primary purpose of improving lives through a quality education is driven by an unrelenting determination to graduate all our students and prepare them for success in higher education. Our fundamental beliefs, commitments and core values guide us in our daily practices.

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.

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 all aspects of department or campus performance.

Position Summary

Promote positive relations between the school district and the community. Prepare and provide information to the public about the activities, goals, and policies of the school district. Distribute pertinent information to employees about district activities.



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Essential Functions / Key Responsibilities

Leadership

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, 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.
4. Lead the communications team in utilizing high-yield strategies in communications, marketing, public and media relations, and multicultural outreach across all forms of media.
5. Provide training, mentorship, guidance, support, and performance feedback to direct reports to ensure staff have the tools to meet and exceed customer service expectations.

Administration and Management

6. Direct and manage the District's public information activities and staff.
7. Develop, review, and approve department operating procedures.
8. Provide budget oversight for department and programs.
9. Establish department goals and monitor progress using identified performance measures.
10. Maintain files of district press clippings.

Media Relations

11. Serve as the District spokesperson and coordinate media coverage and information between the school system and community.
12. Develop and maintain relationships with community leaders, organizations, and members of the media.
13. Responsible for developing and implementing the district's crisis communication plan.
14. Promote district initiatives, programs, and decisions across the broader community to leverage its successes and work in establishing itself as a national model urban school district.

Marketing/Communications

15. Facilitate communication and collaboration among assigned department personnel, district personnel, and campus administration to enhance service delivery, program development and customer satisfaction.
16. Plan and implement internal and external communication programs and strategies by collaborating with principals and department leaders.
17. Research and employ developing communication trends and techniques.
18. Develop advertising and public relations campaigns and collateral materials.
19. Create and maintain the district's brand and image by establishing branding and style guidelines for print, social, and digital media.

Internal and External Audience

20. Coordinate districtwide events as designated by the Superintendent.
21. 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



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achievement and enrollment.

22. Perform other related duties as assigned within the appropriate skill and experience capabilities expected for this position.

Minimum Requirements

- Bachelor's degree in Communication, Public Relations, Journalism, or related field from a 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.
 - 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 applicant

Preferred Requirements

- Master's degree in Communication, Public Relations, Journalism, or related field from a 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
- Demonstrate awareness of district and community needs and initiate activities to meet identified needs
- Demonstrate current knowledge, understanding, and skill appropriate to role of Chief Communications Officer
- Demonstrates 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
- 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.



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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

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: _____