



## **COMMUNITY LIAISON OFFICER Job Description**

### **Purpose Statement**

The primary role of the Community Liaison Officer (CLO) is to implement the strategic use of communication vehicles to advance the mission of Oak Lawn-Hometown D123; advising the Superintendent and Board of Education on communication issues; serving as a liaison on community events, organizations, committees, political organizations and facilitating proactive relationships between D123 and the broader school community. The Community Liaison Officer coordinates recommendations to the superintendent and Board of Education relative to public relations and functions attended on the behalf of School District 123. The CLO performs other duties and assumes other responsibilities assigned by the Superintendent.

### **Reports to Superintendent**

### **Essential Functions**

- Acts as advisor to the Superintendent on all matters relating to assigned areas of responsibility for the purpose of providing information to meet district goals and objectives.
- Attends district board meetings, Village, Chamber, Rotary, community organizations for the purpose of developing a district presence in the community and serving as a liaison between external stakeholders and D123.
- Collaborates with internal (Superintendent) and external stakeholders for the purpose of building effective communication, enhancing relationships, and ensuring a high quality of customer service to achieve district goals and objectives.
- Recommends responses and action plans as a result of interacting with the external stakeholders ensuring effective communication practices to meet district strategic goals and objectives and to provide D123 visibility.
- Develops, plans, and/or coordinates various system-wide district activities (e.g. community outreach, media/public relations functions, etc.) for the purpose of enhancing district/community relationships, improving customer services/programs, and promoting a positive public image.
- Designs in conjunction with the superintendent and Board the implementation and solicitation of feedback from external stakeholders for the purpose of improving services and programs provided and forecasting future needs of the district and community.
- Contributes to the promotion of various district and school programs and events (e.g. public relations program, community relations, Back-to-School Extravaganza, Student Academic Achievement Awards, school and District recognition, etc.) for the purpose of communicating and implementing district vision and culture with internal and external stakeholders.





## **OAK LAWN-HOMETOWN**

**School District 123**

- Prepares and delivers written and oral communication to a variety of stakeholders (e.g., Cabinet, Board of Education) for the purpose of identifying issues and recommendations and serving as a district representative.
- Recommends a variety of communication mechanisms for district communication to stakeholders for the purpose of providing a creative and innovative venue to clearly and accurately convey district activity in alignment with district vision, goals, and objectives.

### **OTHER FUNCTIONS OF CLO**

#### **SPECIFIC SKILLS AND RESPONSIBILITIES ESSENTIAL JOB FUNCTIONS**

- Thorough knowledge of the principles and practices of public relations and communications programs and/or marketing campaign strategies.
- General knowledge of school system personnel policies.
- Ability to maintain complete and accurate records and statistics and to develop meaningful reports from that information.
- Ability to effectively express ideas orally and in writing.
- Ability to make oral presentations before large/small groups of people.
- Ability to exercise considerable tact and courtesy in frequent contact with the public.
- Ability to establish and maintain effective working relationships as necessitated by work assignments.



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