

**FULTON COUNTY SCHOOLS
JOB DESCRIPTION**



Job Title: Chief Communications Officer

SAP Job Number: TBD

Organization: Communications

Work Schedule: 235 Days

Reports To: Chief of Staff

Comp. Schedule: Non-Teaching Executive (B)

FLSA Status: Exempt

Pay Scale Level: Grade 35

Position Summary

The Chief Communications Officer (CCO) is responsible for developing, leading, and executing a comprehensive and strategic communications plan for multiple audiences that publicizes the district's educational programs. The CCO also serves as an educator within the district to raise awareness of communications and district strategy. The Incumbent in this position serves as the district's chief spokesperson, as well as public relations counsel to the Superintendent. The CCO provides leadership and drives the development and execution of an overall strategic communications plan in support of the strategic direction of the district.

Essential Duties

- ◆ Oversees the management, planning, direction, and implementation of a proactive communications program to maintain and enhance the reputation of the district; Ensures public information activities contribute to the attainment of district goals and initiatives
- ◆ Develops a strategic vision for a comprehensive communications plan for Fulton County Schools (FCS) to promote district initiatives and to create or maintain a favorable public image and/or raise awareness for the district
- ◆ Communicates and represents the Superintendent's vision and perspective internally, and to the general public/community, as designated by the Superintendent
- ◆ Oversees the development and effective execution of the crisis communications plan, a key element in the district's crisis management strategy
- ◆ Serves as a strategic advisor to the Superintendent and district staff regarding communications, community relations, and public relations
- ◆ Evaluates and directs the district's public relations and communication strategy and executes effective campaigns/programs on a local, state, and national basis, with major emphasis on employee communications and communications between the district and community
- ◆ Develops and implements a plan to build and maintain public support for public education and the school system in collaboration with the Superintendent and executive staff
- ◆ Develops and manages the effective execution of the Fulton County Schools "brand" through all stakeholder, community, industry, and employee venues
- ◆ Works with executive leadership to assess stakeholder expectations on district initiatives and develops a plan to mitigate any negative impact
- ◆ Establishes and maintains effective working relationships with district employees, government officials, and media representatives and leverages these relationships to develop new business opportunities
- ◆ Anticipates technological, societal, and regulatory trends and provides advice to district leadership accordingly
- ◆ Develops and implements a culture, values and beliefs, which supports the district's overall strategic plan and ensures these are integrated into communication efforts and is consistent across all channels
- ◆ Evaluates new media platforms and leverages those avenues that will have the greatest impact in the communication strategy
- ◆ Develops policies and procedures related to the communications plan and implements guidelines to ensure adherence to these
- ◆ Evaluates and coordinates appropriate opportunities to implement and monitor innovative procedures and processes that professionally enhance facets of communication, both internally and externally
- ◆ Performs other duties as assigned by the appropriate administrator

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Minimum Qualifications

Education: Master's Degree in Educational Administration/Leadership, Journalism, Communications, Public Administration or related field required

Certification/Licensure: None required

Experience: Minimum 10 years of progressively responsible management level experience which includes substantial experience in corporate, institutional, or agency communication/marketing required

Knowledge/Skills/Abilities:

- Demonstrated experience with media operations and public relations functions
- Excellent ability to interact directly with reporters from print, radio, and television media
- Exemplary and demonstrated communication, presentation, interpersonal and public speaking skills
- Knowledge of digital and social media marketing and communication strategies
- Knowledge of current issues facing public education
- Ability to manage departmental budget and ensure expenditures are within approved budget and in conformance with District fiscal procedures
- Demonstrated ability to design and implement short and long range objectives
- Ability to use collaborative skills to lead diverse groups within the school community to realize the FCS vision and accomplish goals
- Knowledge of school district operations and procedures
- Proficient in Microsoft Office

Working Conditions:

- Normal Office Environment

Physical Demands:

- Routine physical activities associated with normal office environment

Important Notes

This document provides descriptive information about the above Fulton County Schools position. Work performed by incumbents in this position may vary. Although this document may be used for recruiting, staffing, or career planning, the information contained herein should only be used as a guideline or recommendation for the content of and qualifications for this position. An individual's ability to meet the qualifications and capabilities described in this document is not a guarantee of employment or promotion. Fulton County Schools reserves the right to make changes to this document as deemed necessary without providing advance written notice.

Reviewed By: Judy Claybrook

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Approved By: Ron Wade

Date: 06/17

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