

# DeKalb County School District

## Position Specification

Title: Deputy Chief Communications Officer

**DIVISION:** Community Empowerment, Innovation & Partnerships

**DEPARTMENT:** CEIP

**REPORTS TO:** Chief CEIP Officer

**RETIREMENT:** Teachers Retirement System

**GRADE:** ASP

**WORK DAYS:** 246

**FLSA STATUS:** Exempt

**APPROVED (HR):** February 2024

### General Statement of Job

Under direct supervision of the Chief of Community Empowerment, Innovation & Partnerships provides leadership in the planning, organization, administration, evaluation and policy development for public relations, marketing and communications initiatives for the District. Serves as the central point of contact for media relations, advertising, public affairs and community relations. Responsible for the development, implementation and assessment of the district's operations in the Communications, Marketing and Public Relations department.

### Specific Duties and Responsibilities

#### Essential Functions:

The following duties are representative for this position. The omission of specific statements of duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification. Other duties may be required and assigned.

<ul style="list-style-type: none"><li>Leads and directs a comprehensive communications program for all internal and external communication, media relations programs and marketing program in support of the District's mission and goals.</li></ul>
<ul style="list-style-type: none"><li>Manages media relations; including building critical and necessary organizational relationships with members of the press for the purpose of informing the public of the District's mission, policies and practices in a positive, consistent and credible manner</li></ul>
<ul style="list-style-type: none"><li>Establishes and coordinates a public relations campaign that leverages the District's position to enhance the stature, visibility and presence of the school District and its team members in the community to support the positive image of the Board of Education</li></ul>
<ul style="list-style-type: none"><li>Oversees the design and production of print materials and publications, website management, and social media content creation and management</li></ul>
<ul style="list-style-type: none"><li>Provides and implements consistent communication strategies to support multicultural outreach to diverse District communities and external stakeholders.</li></ul>
<ul style="list-style-type: none"><li>Composes internal publications such as newsletters, news releases, announcements, online posts, website updates, video productions, special projects and related Public Relations and marketing projects, develops pre-emptive, proactive communications plans addressing targeted audiences to mitigate risk and drive communications around key issues</li></ul>

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<ul style="list-style-type: none"> <li>• Develops and implements crisis communication plans to effectively respond to emergency situations, to ensure target audiences are reached through appropriate venues, and to inform the media.</li> </ul>
<ul style="list-style-type: none"> <li>• Serves as the spokesperson for the DeKalb County School District through all appropriate channels, including community outreach, broadcast media, the internet, and social networks such as the use of Twitter, Facebook, Podcasts, and other next generation communication channels.</li> </ul>
<ul style="list-style-type: none"> <li>• Assists and advises schools and District departments regarding internal and external strategic communication and marketing programs to support increased capacity of the organization to actively market programs and inform media outlets of school-based activities</li> </ul>
<ul style="list-style-type: none"> <li>• Directs and assists with writing, designing, producing, and/or distributing marketing materials and collateral items such as brochures, announcements, 3 newsletters, presentations, white papers, booklets, flyers, agendas, website content, invitations, and multimedia programs</li> </ul>
<ul style="list-style-type: none"> <li>• Ensures successful application of District brand and image standards by establishing a consistent “brand” and image strategy; supporting and expanding the brand throughout available channels to promote the District interests and ensure public awareness of the success of the DeKalb County School District.</li> </ul>
<ul style="list-style-type: none"> <li>• Performs other duties as assigned</li> </ul>

**Education and/or Experience**

Master’s degree from a Professional Standards Commission approved accredited college or university in communications, public relations, journalism or English or another related field is required.

Minimum ten (10) years of professionally responsible experience in experience in public relations, community relations, marketing or related occupation with direct responsibility for publications, media relations, and communications planning and implementation, including at least five years of project management and supervisory experience.

**Certificates, Licenses, Permits:**

Must be eligible for the Support Personnel License from the Georgia Professional Standards Commission (HR applies for license upon hire).

Valid Georgia Professional Standards Commission approved certificate in educational leadership at level L-5, NL-5, PL-6 or above preferred.

**Knowledge, Skills & Abilities**

**Knowledge** of current and emerging technology in order to produce content for the websites, intranet, and/or social media; Current public education trends, issues and research; design and the implementation of innovations, learning strategies, instructional models across a school system; principles of effective communications and mass media; community and economic development, and governmental relations; DeKalb County School District’s (DCSD) policies and procedures.

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**Skill In** high level communication to include but not limited to public speaking, writing and editing, telecommunications, conventional and social media; coordinating and collaborating with federal, state, regional and local organizations and departments to establish and execute responsibilities; administration and management skills gained through increasingly responsible management positions; recruiting, training and motivating employees; strategic planning; research design; systems analysis; data interpretation; data collection and retention; problem solving; negotiating; and conflict resolution.

**Ability to think strategically** to design and implement large-scale organizational initiatives plan, organize and effectively present ideas and concepts to groups; coordinate the programs and services of a non-profit educational and/or service organization; assimilate information from a variety of sources; analyze information and recommend courses of actions to be taken; demonstrate patience while working with children and adults; properly store, use and maintain equipment; use relevant computer applications; prioritize assignments; and manage multiple tasks simultaneously

### **ADA Requirements:**

**Sedentary Work:** Exerting up to 10 pounds of force occasionally, and/or a negligible amount of force frequently or constantly to lift carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all sedentary criteria are met.

**Reaching:** Extending hand(s) and arm(s) in any direction.

**Fingering:** Picking, pinching, typing or otherwise working, primarily with fingers rather than with the whole hand or arm as in handling.

**Talking:** Expressing or exchanging ideas by means of the spoken word. One must have the ability to convey detailed or important spoken instructions to others accurately, loudly, or quickly.

**Hearing:** Ability to receive detailed information through oral communication; and to make fine discrimination in sounds, such as when making fine adjustments on machined parts with or without correction.

**Vision:** The ability to perceive the nature of objects by the eye. Acuity (near and far vision), depth perception (three dimensional vision), accommodation (adjustment of lens to eye to bring an object into field of vision (area that can be seen up and down or to the right or left while eyes are fixed on a given point) and color vision (ability to distinguish and identify colors) are required factors.

**Repetitive Motions:** Substantial movements (motions) of the wrists, hands, and/or fingers. sharp focus),

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**Performance Factors:**

**Interaction with Others:** Ability to maintain, on a regular and consistent basis, relationships that are not characterized by high levels of hostility, social withdrawal or failure to communicate. Ability to be flexible in situations relative to daily routines. Ability to demonstrate sensitivity to the differences among diverse populations.

**Concentration:** Ability to maintain workflow and thought processes in the presence of frequent distractions. Ability to ignore irrelevant sights or sounds and intrusive thoughts or stimuli. Ability to manage multiple tasks simultaneously with only few or no errors.

**Stressful Circumstances:** Ability to produce quality work when short or unexpected deadlines are presented. Ability to adjust work processes without incident when new and unexpected directions are given relative to a project that may be in process. Ability to maintain composure and not compound a situation when interacting with persons who may be angry, demanding or otherwise less than polite.

**Independent Judgment:** Ability to complete work tasks without being given procedure directions relative to works steps or the final project.

**Decision Making:** Ability to make appropriate business decisions.

**Organizational Skills:** Ability to establish priorities; simultaneously manage multiple tasks; and deliver a quality work product by a designated deadline.

**Attention to Detail:** Ability to recognize errors or layout features that detract from the physical attractiveness or accuracy of a work product.

**Public Contact:** Ability to communicate professionally and effectively, both verbally and in writing, with superiors, colleagues, and other individuals within and external to the school system. Ability to demonstrate professionalism while interacting with others and to maintain constructive working relationships.

**Attendance and Dependability:** Ability to be depended on to report to work at the scheduled time and to seldom be absent from work. Ability to complete work in a timely, accurate manner and to be conscientious about work performance.

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