

## Union Public Schools Job Description

**Position Title:** Associate Chief Communications Officer  
**Department:** Communications  
**Reports To:** Chief Communications Officer (CCO)

**FLSA Designation:** Exempt (12-Month)

**SUMMARY:** Assists the Chief Communications Officer in developing, managing and executing effective communications and relationship building with Union's internal and external audiences.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:** *Other duties may be assigned.*

- Develops and executes plans to ensure effective communications and relationship building with Union's internal and external audiences
- Advises administrators, employees, and parent groups in communications matters
- Conceptualizes and develops multi-media information campaigns for district programs, initiatives, and annual bond elections
- Supervises district printing, videos, automated phone messaging and web/social media postings
- Serves as the district's liaison with the media
- Facilitates responses to public inquiries and open records requests
- Plans special events such as news conferences, ground breakings, public forums, back-to-school kickoff celebrations, etc.
- Writes and edits brochure/magazine/website copy, video scripts, announcements, speeches, presentations, etc.
- Manages district logo use, flyer distribution requests, and messages via the district's automated messaging system
- Works occasional evening and weekends required, as necessary.
- Works well with both supervisors and other members of the team.
- Supervises the equivalent of two or more full-time employees.
- Consistent and punctual attendance.
- All other duties as assigned by supervisor or administrator.

**SUPERVISORY RESPONSIBILITIES:** Supervises the equivalent of two or more full-time employees by assisting the director in planning, assigning and supervising the work of the Communication's staff. In the absence of the Chief Communications Officer, directly supervises the Communications staff.

**QUALIFICATION REQUIREMENTS:** *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

**EDUCATION and/or EXPERIENCE:** Bachelor's degree or higher in communications, public relations, marketing, or related field; National Accreditation in Public Relations (APR) preferred. Five years of professional experience in communications, public relations, marketing, or a related field, preferably within a public school setting. Excellent organizational, interpersonal, written, and verbal communications skills. Good judgement and tact; the ability to effectively manage a

department and work with people at all levels within and outside of the organization. Strong understanding of how to produce effective communications materials for print, video, and electronic media as well as one-on-one communications. Proficient in the use of Microsoft Office; Adobe Suite preferred.

**CERTIFICATES, LICENSES, and REGISTRATIONS:** None.

**LANGUAGE SKILLS:** Ability to read and interpret documents such as procedure/instruction manuals. Ability to write reports, business correspondence, memos, policies and procedures manuals. Ability to make public presentations and to effectively present information and respond to questions from administrators, employees and the general public.

**MATHEMATICAL SKILLS:** Ability to add, subtract, multiply, divide in all units of measure, using whole numbers, common fractions and decimals. Ability to compute rate, ratio and percent and to draw and interpret bar graphs.

**REASONING ABILITY:** Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

**OTHER SKILLS and ABILITIES:** Ability to communicate clearly and concisely, both orally and in writing. Ability to develop and maintain effective working relationships with administrators, other employees and general public. Ability to deal with employee concerns in a confidential and professional manner. Ability to work under pressure and meet deadlines. Ability to professionally represent the District. Ability to meet deadlines and handle multiple tasks simultaneously. Ability to perform duties with awareness of all District requirements, state and federal laws and Board of Education policies.

**PHYSICAL DEMANDS:** *The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job, the employee is frequently required to sit and talk or hear. Specific vision abilities required by this job include close vision, depth perception, and the ability to adjust focus. Some driving is required.

**WORK ENVIRONMENT:** *The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

The noise level in the work environment is moderate.