

## **Killeen Independent School District Job Description**

**Job Title:** Chief Communications and Marketing Officer  
**Reports To:** Superintendent  
**FLSA Status:** Exempt

### **SUMMARY**

Provides strategic leadership in developing, achieving and maintaining the best possible proactive planning and communication outputs to support district initiatives that support student achievement. Coordinates, analyzes and evaluates complex ideas and situations and communicates these items in easy-to-understand language. Effectively communicates (interpersonal, intercultural and public speaking), negotiates and advises. Supports schools and departments to provide communications/ public relations training, counsel and advice.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following:

Provides communications advice and counsel to the superintendent, leadership team and participate on sensitive district-wide initiatives and school issues. This includes forecasting potential ramifications, implications and unintended consequences where improper handling could have adverse impacts on the district. Provides proactive strategic support and problem solving to position the district in the most favorable and transparent position within the community and marketplace.

Directs staff in the implementation and enhancement of high-quality, full service communication—internal, external, public relations, marketing, media, social media, web, multilingual-programs that effectively promote the district and its services. Directs strategic internal and external communication plans and activities. Provides leadership and training to district staff related to effective communications, marketing and incident/crisis response. Develops and implements marketing and branding strategies.

Provides strategic advice, analysis and communications related to incident/crisis response and district and school issues that reach key audiences to represent all public shareholders in a professional and caring manner.

Provides strategic leadership and direct all facets of the daily operations and functions of the communication team, including public relations, event planning, advertising, strategic publications, and in the development of high quality and effective web, video, podcasts and social/viral media.

Provides strategic leadership and oversee the district's media relations activities and use such opportunities to strengthen the districts messages to its community. Provides media relations training when needed.

Provides strategic leadership on critical district projects and initiative to support the superintendent and leadership team to ensure engagement a clear focus on equitable student achievement.

Participates in meetings of the Board of Trustees, district-wide meeting/events, school-based meetings/events and community meeting/events to gather and disseminate information about the district.

Assists the district's governmental relations programs to affect positive changes in laws impacting the district; includes working with elected leaders, state agencies, the governor, his/her appointed cabinet members and other districts.

Directs the district's translation/interpretation services programs to ensure effective communication with non-English speaking constituents and students.

Performs other duties as assigned.

**SUPERVISORY RESPONSIBILITIES**

Manages staff in the Communications Services Department. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, recommending for hire, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

**QUALIFICATIONS**

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.

**EDUCATION and/or EXPERIENCE**

Bachelor's degree required with a minimum of 5 years of experience in communications and/or media. Master's degree preferred.

**CERTIFICATES, LICENSES, REGISTRATIONS**

None required.

**LANGUAGE SKILLS**

English language skills required. Oral and written fluency in second language may be preferred or required based on building assignment.

**MATHEMATICAL SKILLS**

Ability to add, subtract, multiply, and 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**

While performing the duties of this job, the employee is regularly required to compare, analyze, communicate, synthesize, evaluate and use the interpersonal skills. Frequently required to copy, coordinate, instruct, compute, compile and negotiate.

**OTHER SKILLS AND ABILITIES**

Advanced interpersonal, group, organizational, public, intercultural and media communication skills. Advanced oral and written communication skills. Advanced knowledge of the National School Public Relations Association ethics. Advanced editing skills. Considerable knowledge of equitable educational issues, practices and pedagogy. Considerable knowledge of state, local and school systems regulations, policies and procedures. Considerable knowledge of state and district finance policies and issues. Operating knowledge of experience with word processing, spreadsheet, photo layout, graphic video cameras, microphones and basic lighting techniques.

**PHYSICAL DEMANDS**

While performing the duties of this job, the employee is frequently required to stand, kneel, squat, bend, stoop, push, pull, and twist. The employee must occasionally lift or carry (less than 15 pounds). Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus. Requires considerable close up work with computer video displays.

**WORK ENVIRONMENT**

While performing the duties of this job, the work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Occasional district-wide travel to multiple campuses as assigned. The noise level in the work environment is usually quiet/moderate.

**Revised Date:** May 24, 2019

The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities, duties, and skills that may be required.