Loudoun County Public Schools

HUMAN RESOURCES AND TALENT DEVELOPMENT
JOB CLASS SPECIFICATION

Certified: 8/10/2026

Supervisor, Public Affairs

Pay Scale: B
Level: 21
FLSA Status: Exempt
Job Family: Administration
Primary Location: Administration Building

Department Overview

The Department of Communications and Community Engagement (DCE) serves as the voice of Loudoun County Public Schools, advancing the division's mission through strategic communications, marketing, community outreach and family engagement, and public information. DCE provides enterprise-wide leadership in communications, brand management, issues and campaign management, storytelling and marketing strategy, crisis communications and public relations, to strengthen public trust, protect and enhance the LCPS brand, engage employees and families, support student success, and position LCPS as an Employer of Choice. The DCE serves more than 13,500 employees, 80,000 students, and their families across 100+ schools and facilities, providing strategic communications counsel, family and partner engagement directly impacting student outcomes, and timely and accurate information in support of the Superintendent, School Board, Cabinet, division leadership and schools.

Job Overview

The Supervisor, Public Affairs leads LCPS public information and media relations efforts and serves as a strategic advisor on communications with external audiences. Reporting to the Chief Communications and Community Engagement Officer, the Supervisor provides leadership for media relations, public information, public-facing incident communications, emergency public messaging, fact-checking and misinformation response, community information and recruitment marketing.

The Supervisor develops proactive communications strategies that promote public understanding of division priorities, strengthen trust through timely and accurate information, and support proactive, productive relationships with news media and community stakeholders. The position collaborates closely with Internal Communications, Creative & Digital Services, Family & Community Engagement, Cabinet, principals and other division leaders to ensure coordinated public communications.

Roles and Responsibilities

The following information is intended to describe the overall nature and scope of the work being performed. This is not a comprehensive listing of all responsibilities or tasks; work may differ and other work may be assigned when deemed appropriate.

- Leads LCPS public affairs strategy, including media relations, public information, proactive communications and community-facing messaging.
- Serves as a primary strategic advisor to the Chief Communications and Community Engagement Officer and senior leadership on media strategy, public information and emerging external issues.

- Oversees media relations operations, including media inquiries, interviews, press releases, news pitching, media logistics and media monitoring.
- Leads public-facing communications during significant incidents and emergencies, coordinating public statements, media response, public updates and fact-based information with Internal Communications and operational leaders.
- Develops proactive communications that increase public understanding of LCPS programs, priorities, decisions and student and staff achievements.
- Leads fact-checking and misinformation response efforts and supports timely clarification of inaccurate or incomplete information affecting the school division.
- Builds and maintains professional, responsive relationships with local, regional and national news media and other external information partners.
- Oversees recruitment marketing and employment-brand communications in coordination with Human Resources and Talent Development and Creative& Digital Services.
- Supervises, mentors, develops and evaluates assigned Public Affairs staff and establishes performance expectations that support responsiveness, accuracy, collaboration and continuous improvement.
- Uses media monitoring, audience insights, engagement metrics and performance analytics to evaluate communications effectiveness and identify opportunities for proactive communication
- Develops and executes integrated public affairs strategies that intentionally align earned, owned and paid media to expand the reach of division programs and information, strengthen public understanding and ensure key messages reach targeted audiences through the most effective channels.
- Assists with recruitment marketing and employment-brand communications that position LCPS as an employer of choice, support the recruitment and retention of high-quality employees and highlight the experiences, opportunities and culture that make LCPS a rewarding place to work.
- Develops strategic storytelling and marketing campaigns that showcase student achievement, innovative programs and educational pathways; strengthen the LCPS brand; and support the recruitment of students and families by clearly communicating the value of an LCPS education.

Qualifications

Below are the minimum qualifications for this job. Equivalent combinations of education and experience are also acceptable.

Education

Bachelor's Degree in English, Communications, Journalism, Public Relations, Marketing or related field

Experience

- Seven (7) years of progressively responsible experience in public affairs, media relations, public relations, journalism, public information, strategic communications or a related field.
- Three (3) years of experience leading projects, teams or complex communications initiatives.
- Demonstrated experience managing media relations and advising executive leadership on high-profile or sensitive public communications.
- Experience developing public information strategies and communications for multiple stakeholder groups.
- Experience managing fast-moving public communications during incidents, emergencies or emerging issues.

Licenses and Certifications

Knowledge, Skills and Abilities

- Advanced knowledge of public affairs, media relations, public information, strategic communications and issues management.
- Exceptional writing, editing, spokesperson and executive communication skills with strong knowledge of AP Style.
- Demonstrated ability to communicate complex organizational initiatives clearly and accurately to public audiences.
- Strong news judgment, strategic thinking and decision-making skills.
- Ability to build trusted professional relationships with reporters, executive leaders, School Board members, community leaders and employees.
- Experience using media monitoring, audience research and analytics to evaluate communications effectiveness and guide strategy.
- Working knowledge of FERPA, Virginia FOIA, accessibility requirements, copyright and communications-related legal considerations.
- Ability to manage competing priorities and perform effectively in high-pressure, time-sensitive public communications environments.

Physical Requirements
The following provides a brief description of physical requirements for this job:

While performing the duties of this job, the employee is regularly talking, expressing or exchanging ideas by means of the spoken word. The employee must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly. The employee must possess normal cognitive abilities including the ability to learn, recall and apply certain practices and policies. Work requires frequently sitting and/or remaining in a stationary position for long periods of time; exerting up to 25 pounds of force occasionally and negligible amounts of force frequently to lift, carry, push, pull or otherwise move objects.

Equal Opportunity Employment
The Loudoun County School Board seeks to cultivate a high performing team of professionals focused on its mission and goals. The School Board values merit and excellence within its workforce and encourages the highest levels of professionalism for all its employees.

The School Board also recognizes and values the diversity of the students and broader community it serves and encourages diversity within its workforce.

The Loudoun County School Board is an Equal Opportunity Employer. The School Board does not discriminate against qualified applicants or employees on the basis of actual or perceived race, national origin, ancestry, color, sex, sexual orientation, gender identity, pregnancy, childbirth or related medical conditions, marital status, age, religion, disability, genetic information, veteran status or any basis protected by law.

ADA Accommodations Disclosure
Under the Americans with Disabilities Act (ADA), Loudoun County Public Schools is required to provide reasonable accommodations to qualified employees with disabilities, unless doing so would pose an undue hardship. Qualified employees are those who hold the necessary education, skills, and experience for the job; and who can perform its essential responsibilities, with or without accommodation.

Remote Work Disclosure
The following guidelines apply to jobs and positions where employees have been identified as having the potential to work remotely. Remote work is defined as completing one's duties and responsibilities at a site other than one's

assigned duty location. In order to be eligible for remote work privileges, an employee must have demonstrated consistent, positive performance and have the support and approval of their direct supervisor. In addition, these employees must have reliable high-speed internet and a designated workspace that allows them privacy while completing sensitive and confidential work. Employees who are non-exempt and are working remotely will work their regular scheduled hours and gain prior approval from their supervisor if they work more than 8 hours a day or more than 40 hours in a workweek. Remote work privileges can be amended, changed, or revoked based upon the performance of the employee, as well as the needs of Loudoun County Public Schools.