



Loudoun County Public Schools

HUMAN RESOURCES AND TALENT DEVELOPMENT

JOB CLASS SPECIFICATION

Certified: 7/5/2023

Chief Communications and Community Engagement Officer

Pay Scale: Cabinet

Level: NA

FLSA Status: Exempt

Job Family: Executive

Primary Location: Administration Building

Department Overview

The Superintendent's Office provides leadership and guidance to all school sites and administrative offices throughout the Division. The Office works closely with the School Board to interpret policy, assure compliance, and provide strategic direction to the Division to meet the needs of students, parents, families, employees and community members. Additionally, the Office is home to the Division's deputy superintendent, internal audit, communications and community engagement, ombuds, legal counsel, and safety and security operations.

Job Overview

The Chief Communications and Community Engagement Officer provides vision and leadership for the division's public information, media relations, community engagement and media production and programming. The Chief leads the development of comprehensive communications campaigns; strategy and planning for website, television, and video programming and production; oversight for media relations efforts; development and execution of written communications and crisis communication plans; production of publications; and execution of internal communications outreaches.

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.

- Develops and executes a comprehensive communication strategy for the school division, aligned with its goals and objectives to advance the division's message, broaden awareness of programs and priorities, and increase the visibility across key stakeholder audiences
- Oversees the creation and dissemination of internal and external communications, including press releases, newsletters, website content, social media posts, and other relevant materials
- Serves as a media contact for the school division, managing relationships with local, regional, and national media outlets
- Proactively identifies media opportunities and leads in the development of media campaigns to promote positive stories and achievements of the school division
- Ensures compliance with legal requirements and timely response to Freedom of Information Act requests
- Establishes and implements short- and long-term communication objectives for the division

- Develops and maintains relationships with key stakeholders, including parents, community organizations, elected officials, and other relevant entities
- Provides leadership, oversight, and direction to all communications and community engagement functions and staff
- Serves as a member of the Superintendent's Cabinet; advises the Superintendent and Cabinet members in matters regarding communications and community engagement
- Attends board meetings and prepares reports and responses for the School Board as the Superintendent may request

Qualifications

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

Education

Bachelor's degree in journalism, English, communication, education, or related field

Experience

Considerable progressive experience in developing and managing complex multimedia communication programs, including supervision of staff

Licenses and Certifications

NA

Knowledge, Skills and Abilities

- Knowledge of the principles, best practices and strategies of media, public, and community relations
- Knowledge of communications media including print, video, news reporting, social media, web design, and marketing
- Knowledge of school division objectives, procedures and organization; procedures and methods
- Exceptional oral and written communication skills
- Ability to establish and maintain effective working relationships with internal and external community members and stakeholders
- Ability to interpret and apply federal and state laws, regulations and directives such as the Virginia Freedom of Information Act and the Family Educations Rights and Privacy Act
- Ability to work effectively under pressure and tight deadlines, and communicate with varied audiences during emergency and critical situations

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. Frequently sitting and/or remaining in a stationary position for long periods of time. Exerting up to 25 pounds of force occasionally and/or negligible amount of force frequently or constantly 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 an 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.