



COLUMBUS CITY SCHOOLS

AN EQUAL OPPORTUNITY EMPLOYER

JOB VACANCY

TITLE: Executive Director of Strategic Communications & Public Relations
JOB STATUS: Administrator, FLSA Exempt
REPORTS TO: Chief of Communications and External Affairs
DEPARTMENT: Communications and External Affairs

POSITION SUMMARY:

The Executive Director of Strategic Communications and Public Relations provides direction and assistance in furthering the district goals and objectives through strategic communications, community and media relations, public relations and marketing activities. The Executive Director oversees and directs all aspects of marketing, community relations, and public relations programs for the district.

ESSENTIAL DUTIES:

- Leads the effort to redefine, restructure, and establish a new model of communications and public relations functions for Columbus City Schools.
- Oversees and supervises all media relations for the District to ensure the accurate and timely coverage of all District news and events, utilizing periodicals, web, radio, television, video, and social media; can serve as the media spokesperson for the District; represents and acts on the Superintendent/CEO's behalf to the media when appropriate.
- Monitors issues, trends, and events in the community, predicts consequences and advises the Chief of Staff and Superintendent/CEO during crisis situations.
- Prepares a wide variety of often complex materials for the purpose of documenting activities and issues, meeting compliance requirements, making presentations, and/or providing supporting materials for requested actions.
- Oversees the development and administration of department budgets related to Media Relations, Media Technologies, and Customer Relations functions. Approves purchases and ensures expenditures are within approved budgets.
- Develops specific marketing campaigns, in partnership with the Chief of Communications and External Affairs.
- Provides support to the Superintendent/CEO in developing official written communications, speeches, and presentations.
- Serves the District by advancing and maintaining the District's institutional image in the community, the state, and the nation.
- Oversees the day-to-day activities of staff for CCS Internal and External Communications, Media Relations, Media Technologies, and Customer Relations functions. Duties include hiring, training, counseling, and evaluating staff performance.
- Oversees the planning, coordination and execution of a variety of special programs, events, and activities sponsored by the District, as well as those coordinated within the community to benefit the District.
- Develops, coordinates and executes the District's communication, social media, marketing, and community engagement strategies to promote public awareness and goodwill toward the District.
- Facilitates on-going professional development of departmental staff that aligns with the District's mission and goals.
- Provides oversight and leads various district steering committees; attends meetings and performs related tasks.

- Assesses, develops, and maintains relationships with community partners to foster understanding, gain support, and encourage participation.
- Oversees, facilitates, and delivers presentations to audiences at public events and community meetings.
- Develops and measures key metrics to evaluate the success of internal and external communications, marketing and branding, media relations, communication planning, and communication strategy and outreach initiatives.
- Attends all BOE meetings.
- Performs other duties as assigned.

KNOWLEDGE OF:

- Strategic planning for public relations and integrated marketing.
- Marketing/communications, media relations, public relations and advertising.
- Local news media practices and the history and social/business/economic climate of the local community.
- Print, web, and broadcast media style, processes, and requirements.
- The mission and objectives of the District, particularly as they relate to marketing, community relations, recruitment, and institutional advancement.
- Print, web, graphic design, photography, videography, and publications development processes.
- Effective management methods and supervision techniques.
- District organizational structure, operations, programs, policies, procedures, philosophy, mission, goals and objectives.
- Budget preparation and control.
- Interpersonal skills, use of tact, patience, and courtesy.
- Problem solving and conflict resolution in an academic environment.

ABILITY TO:

- Analyze and utilize market research and institutional data for the development of communications, marketing, and public relations plans, programs, and objectives.
- Manage a comprehensive external and internal communications program including the development of effective promotion strategies as well as creating, producing, and evaluating projects and campaigns.
- Anticipate and react to threats against the organization's safety, finances or reputation; make immediate decisions surrounding an emergency situation or how an issue, emergency or otherwise, is explained to the public.
- Organize and prioritize multiple projects.
- Use current computer technology, including web development and Internet marketing programs.
- Write, edit, and proof professional news releases, and feature stories, articles, speeches, scripts, newsletters, brochures, memos and letters in accepted news or business style as appropriate for various audiences including media, marketing, and advertising promotion.
- Supervise and manage a wide variety of functions and staff.
- Understand and assist with public relations advocacy functions.
- Communicate clearly and accurately in writing and orally as the District spokesperson, often on critical or controversial issues.
- Develop and manage budgets.
- Interpret, apply, and explain rules, regulations, policies, and procedures.

- Analyze situations accurately and adopt an effective course of action.
- Ensure compliance with local, state and federal guidelines, policies, rules, and regulations.
- Establish and maintain effective working relationships with others.
- Demonstrate clear evidence of sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of District students, faculty, staff, and community.
- Resolves problems, situations or issues in a collaborative, tactful, courteous and respectful manner.

JOB QUALIFICATIONS:

- Bachelor's degree in Public Relations, Marketing, Communications, or a related field. Master's degree preferred.
- Eight (8) or more years of related experience including media relations, supervisory and project management responsibilities.
- Knowledge of Ohio K-12 educational programs, services, legislative requirements, policies and current issues.
- Demonstrated leadership skills to effectively manage the daily operations and administration of assigned functions.
- Interpersonal skills necessary to work productively with the BOE, Superintendent/CEO, Chief of Communications and External Affairs, and other District administrators in long-range strategic and business planning and decision-making.
- Demonstrated ability to handle problematic situations in a tactful, courteous manner.
- Ability to participate in and facilitate group meetings.
- Strong written and verbal communication skills, including effective presentation skills.
- Analytical ability to develop the District's communication, internal and external communications, marketing and branding, media relations, communication planning, communication strategy and outreach initiatives.
- Strong organizational skills with demonstrated ability to manage multiple complex roles and responsibilities.
- Demonstrated ability to effectively serve as a leader and member of a team.
- Interpersonal skills necessary to communicate effectively and work productively with all levels of district staff.
- Analytical ability to develop plans of action to address a variety of issues and concerns in a timely manner.
- Demonstrated ability to effectively manage work schedule to maximize productivity.
- Knowledge of urban educational challenges.
- Maintains confidentiality regarding sensitive matters.
- Personal demonstration of continuous learning for self-improvement.
- Excellent team building, coaching, facilitation and interpersonal skills with all levels in an organization.
- Demonstrated ability to use information provided through evaluation feedback from supervisor to improve performance.

The qualifications listed above are intended to represent the education, experience, skill and ability levels typically needed to successfully perform the essential duties contained in this job description. Columbus City Schools (CCS) is an equal opportunity employer and does not discriminate against individuals regardless of race, sex, sexual orientation, religion, national origin, age, gender identity or expression, ancestry, familial status, military status or disability in its educational programs, activities, and employment policies. CCS fully supports the hiring and employment of individuals with physical or mental disabilities who meet the job qualifications, so long as the individuals are able to perform the essential duties of the position with or without reasonable accommodation.

APPLICATION PROCEDURES

Send a cover letter of interest and qualifications for the position, a current resume including work experience, education and professional organization memberships, a description of the applicant's accomplishments in alignment to the essential duties of the position, as well as the names, addresses, telephone numbers and email addresses of three references to:
Columbus City Schools

Victoria Frye, Interim Director, Employment & Staffing
Human Resources
270 East State Street
Columbus, Ohio 43215
Submit to: ccs-careers@columbus.k12.oh.us

Open until filled, however first review of résumés will be Monday, March 30, 2015