

CAPISTRANO UNIFIED SCHOOL  
DISTRICT  
San Juan Capistrano, California

**CHIEF COMMUNICATION AND  
PUBLIC ENGAGEMENT OFFICER**

**DEFINITION**

Under direction of the Superintendent, the Chief Communication and Public Engagement Officer supports the educational programs of the District by serving as the principal advisor providing comprehensive and proactive communications, strategies, and planning, media relations, and news analysis to the Superintendent, Board of Trustees, and Leadership team. The Chief Communications Officer serves as an executive member of the Superintendent's cabinet and as the District spokesperson providing leadership and assuming management responsibility with the planning, development, organization, and implementation of strategies and activities for a District-wide system to effectively communicate with staff, parents, and diverse community stakeholders to maximize community and stakeholder support and engagement.

**EXAMPLES OF DUTIES**

*The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this classification.*

1. Establish open and effective communication channels between CUSD and the community.
2. Write articles, feature stories, and news releases covering district activities; and draft statements and special reports; write, design, layout, and edit brochures, newsletters, and other district publications.
3. Manage all public relations activities and events; prepare speeches and speak before civic and other organizations concerning school district matters to support school programs and District initiatives.
4. Act as a liaison between site and/or district administrators in gathering and sharing factual information with the media and the public-at-large assisting in the development, design, and publication of effective communication mechanisms.
5. Manage and provide assistance with content of CUSD communication tools, including websites, press releases, photo opportunities, announcements to the community, Public Educational & Government (PEG) access Channel 39, social media, telephone messaging, district website etc.
6. Provide information to news media and develop press releases, arrange interviews and conferences for representatives of newspapers and other media.
7. Identify community issues and concerns, and develop strategies to alleviate issues effectively and proactively
8. Assist CUSD Leadership in interpreting public attitudes; identify and shape District decisions for the good of all students.
9. Provide the Superintendent an initial review of selected incoming correspondences, daily media coverage updates, and a weekly log of media contact and District news coverage.

10. Collaborate with the Superintendent and Cabinet in the development and coordination of District marketing and community outreach plan seeking out and cultivating news and information resources.
11. Provide technical expertise and information to the Superintendent regarding assigned functions advising of unusual trends or problems and recommends appropriate corrective action.
12. Serve as the Superintendent's representative as assigned and acts as District representative.
13. Assist with the training and support of management personnel and other internal audiences regarding public relations and community relations activities.
14. Conduct periodic opinion surveys.
15. Establish communication goals in the District's Cultural Proficiency Plan to increase outreach and engagement to Spanish-speaking families.
16. Build and sustain relationships with key stakeholders and identify opportunities for the District to collaborate and partner to support CUSD students and programs.
17. Provide monthly reports to CUCPTSA Presidents, and key stakeholders, including local, state, and federal representatives.
18. Identify opportunities to engage the CUSD community in educational events and discussions on topics that affect students in our District.
19. Conduct public information forums to generate CUSD brand awareness and understanding of CUSD's vision, mission and programs.
20. Evaluate, supervise and counsel members of staff to improve employee performance ensuring staff adheres to District, state, and federal educational and professional standards.
20. Establish, maintain and nurture professional relationships with parents, community members, students, and school related outside agencies.
21. Prepare and maintain a variety of reports, records and files related to assigned activities and personnel.
22. Attend professional learning and conference opportunities regarding District business and other topics relevant to this position, and other professional meetings.

## **QUALIFICATIONS**

**Knowledge of:** Principles, methods, techniques, and strategies of gathering, preparing, and disseminating public information in a large public sector organization; fundamental principles of public relations and marketing; administrative and managerial implications and requirements of public relations activities; fundamentals of writing, proofreading, composition, layout, design, and production of mass media communications; legal mandates, policies, regulations, and guidelines pertaining to the distribution of news and public information; desktop publishing techniques and applications.

**Ability to:** Translate ideas and suggestions into a comprehensive public relations program; deal tactfully and effectively with employees, media representatives, public officials, citizens, and community groups under all kinds of circumstances; speak effectively before a variety of audiences; manage communication activities during crises; write reports, news releases and related data in a creative, clear, and concise manner for broad public appeal as well as specialized audiences; seek out and cultivate news and information resources; present material graphically

for visual effectiveness; maintain effective personal relationships with media representatives, educators, parents, and the general public; speak and act for others within parameters of stated or implied policies; work under pressure with frequent interruptions; determine and retain privileged communications; establish and maintain cooperative working relationships with the public and school district staff; understand and carry out oral and written directions with minimal accountability controls.

**Education:** Bachelor's Degree from an accredited college or university in a related field.

**Experience:** Seven years of progressively responsible professional experience in public relations. Experience in a public sector or educational environment preferred.

01/17; 06/21



