



JOB TITLE	DEPARTMENT	REPORTS TO
Chief Communications Officer	Communications	Chief Operations Officer

Position No: 770203	Length of Work Year: 12 Months
Salary Schedule: AD08	Date Approved: 4/14/15
FSLA: Exempt	Date Revised:

JOB GOAL
<p>This position works closely with the Superintendent to lead and align strategic communications across the district. This position is charged with leading these communications. This means working collaboratively with the senior team and other key stakeholders and setting the vision for and leading the Communications Team. Responsibilities include internal and external communications, media relations, social media, St. Lucie Public Schools' (SLPS) external and internal websites, marketing, and multi-cultural outreach and language services. This position supervises and manages all communication related divisions to include; Media Services, WLX-TV, and Publications. This position builds and sustains the district's reputation for the delivery of quality instruction to each and every child and the accomplishment of the district's vision and mission.</p> <p>The employee works with other divisions and outside agencies to share information and determines the most effective mode of communication. The employee reports directly to the Superintendent and works on various special projects as assigned.</p>

MINIMUM QUALIFICATIONS
<ol style="list-style-type: none"> 1. Master's Degree in Education, Business, Public Relations, Communication or related field. 2. Five (5) years successful experience managing a group of professionals in the field of education, communication, and/or marketing. 3. Outstanding analytical, interpersonal and written and oral communication skills in position requiring communication with a broad and diverse audience. 4. Proven experience working proactively with media, establishing influential productive working relationships. 5. Demonstrated ability to function successfully as a communications strategist and spokesperson in a politically charged environment. 6. Fiscal Accountability and budget management experience. 7. Ability to perform the functions of the position.
DUTIES AND RESPONSIBILITIES
<ol style="list-style-type: none"> 1. Serve as chief communication strategist on SLPS initiatives, goals and priorities, with focus on forward-looking message and communications planning. 2. Lead strong, vision-focused, service-oriented team of about 30 professionals across all aspects of media, internal/external communications, multi-cultural outreach, web design and communication, and marketing. This will include proactive dissemination, distribution, and implementation of strategies for branding and marketing. 3. Manage the leadership team's public communications and the district's brand through a well-developed internal communications, public affairs, crisis communications and marketing plan and strategy. This includes collaboration with Houghton Mifflin Harcourt (HMH) and other district partners.

4. Directs all facets of media relations responding to media inquiries. Establishes and maintains a close working relationship with newspaper, radio, and television news media groups, social networking avenues, to ensure balanced, accurate coverage of district.
5. Coordinate crisis communications during emergencies, working closely with others in the district's incident command structure to disseminate accurate information in a timely fashion.
6. Lead the vision and management of the district's internal-communications efforts, which include keeping all members of Team SLPS updated on our goals and priorities and fostering awareness of and connection to the SLPS Shared Vision and Shared Core Values.
7. Refine ability of communications team to work in a deeply cross-functional capacity in support of schools and departments with message development, alignment and marketing.
8. Develop and manage an operating budget that supports the goals of the office.
9. Actively participate in professional organizations promoting the district mission.
10. Performs other duties as assigned by the Superintendent.

PHYSICAL DEMAND CLASS:

Light (L) - Frequent lifting and carrying of objects weighing 10 pounds or less. Infrequent lifting and carrying of objects weighing 11-35 pounds. Frequent walking and/or standing is required to carry out duties.