



HEMET UNIFIED SCHOOL DISTRICT
1791 W. Acacia Ave., – Hemet, CA 92545-3637 - (951) 765-5100

Chief Communications Officer

JOB SUMMARY

Under the direction of the Superintendent, the Chief Communications Officer strategically creates and executes digital marketing plans and communication initiatives utilizing traditional and specialized platforms that further the District's mission, vision, and brand. This position is specifically responsible for raising brand awareness across all levels and departments and throughout the community at large. With specific focus on strategic thinking and implementation, this position is accountable for website development, social media management/social networking, marketing, and media communications to ensure consistency of messaging aligned to District ideals, issues, and direction. The Chief Communications Officer is to provide innovative marketing and communication support to District-level executives and other administrators in Hemet Unified. While staying current with latest digital and traditional trends, technologies and methodologies in graphic and digital design, this position works to determine the effectiveness of marketing, branding, and communication efforts while also acting as a liaison with staff, families, media organizations and advertising agencies. The Chief Communications Officer will work within the framework of the Educational Code, District philosophy, and District policy as adopted by the Board of Education and will perform related work as required.

ESSENTIAL FUNCTIONS:

- Develops, implements, and directs an annual, systematic District communication plan to effectively communicate District priorities, projects and goals to the staff, media and the public;
- Conducts any necessary collection and interpretation of data to support the communication plan;
- Keeps up-to-date with current legislation that impacts K-12 school districts;
- Creates and maintains new communication outlets for content related to legislative priorities;
- Develops and coordinates policies and procedures regarding all District public relations matters, which include District media relations, community relations, intra-district communications, promotional functions, special events, marketing, social networking, websites and selected publications;
- Develops and implements guidelines for acceptable use and messaging for District social media and other District digital platforms;
- Is responsible for the overall content, quality, design and style of the District and school site websites, ensuring consistency, timely updates and removal of content while maintaining all legal requirements pertaining to the Americans with Disabilities Act;
- Organizes, leads, trains, and supports individuals, sites, departments, divisions, and other groups around strategic website design, maintenance, and implementation;
- Strategically plans for future website modernization and curates all images and art to ensure proper messaging;
- Tracks and analyzes website traffic statistics for periodic reporting and review of content effectiveness;
- Monitors and manages all social media related to the District;
- Strategically customizes content for social media to align with HUSD marketing efforts and initiatives;
- Schedules posts on a regular and consistent basis to optimize social media algorithms;
- Updates profiles and page descriptions on a regular basis;
- Coordinates the collection of stories across the district for sharing on social media channels;

ESSENTIAL FUNCTIONS (continued):

- Monitor popular hashtags as well as page growth and engagement for social media channels;
- Responds to comments and engages with audiences to further drive engagement;
- Researches new social media platforms and implements as needed/required;
- Creates content targeting specific stakeholder segment groups;
- Seeks additional ways to engage with various stakeholder groups and invites to subscribe;
- Maintains and grows email distribution groups and subscriber lists;
- Seeks and researches additional digital content opportunities;
- Assists the District in its obligation to provide internal and external audiences with accurate and timely information, which includes press releases (written and oral), publications, records requests and other related communications or requests;
- Produces a variety of communications for the purpose of promoting marketing, branding, and keeping the media, staff, and the public informed of District activities and events;
- Creates, identifies, and regulates key messaging initiatives for digital dissemination and marketing to various community stakeholder groups and segmented populations (e.g., city representatives, real estate professionals, business owners) with the purpose of supporting student success and enrollment in an HUSD program;
- Creates targeted enrollment campaigns that utilize a mixed media approach (e.g., digital content creation, videos, banners, mailers, ads);
- Coordinates with Human Resources to create custom campaigns to attract qualified candidates for vacant positions and supports in the recruiting efforts and onboarding of new personnel;
- Creates and markets custom, branded campaigns to promote and showcase District events, goals, initiatives, and specialized programs (e.g. Dual Language Immersion, Career Technical Education);
- Coordinates the creation and implementation of paid ad campaigns;
- Operates a variety of video, audio, and computer equipment for the purpose of producing programs for broadcast, website, social media outlets, and email distribution;
- Develops, implements, and maintains a District-wide strategic media plan and provides commensurate training, support and assistance to administrators and management regarding the District's comprehensive communication program;
- Strategizes ideas for future development of communicating information and digitally marketing;
- Prepares reports as needed;
- Acts as the liaison between the Superintendent's Office, Information Technology, and any digital third-party, as needed, with regards to digital platforms and marketing;
- Develops graphic materials to assist in all types of presentations for departments and/or sites;
- Attends meetings of the Board of Education and community/staff advisory committee meetings and other community meetings as required;
- Represents District as the media spokesperson and maintains effective working relations with media on all matters concerning the District;
- Builds local networks and maintains collegial relationships with employees, students, families, community members/local stakeholders, public office holders, neighboring school districts and the Riverside County Office of Education;
- Strategically develops morale building, team-building activities, employee incentive programs, and contests;
- Seeks opportunities for District involvement with community events and activities;
- Directs and leads communications projects as assigned and develops projects to be completed to carry out the District's comprehensive communication plan;
- Directs and coordinates the timely and accurate development, production and dissemination of District publications, reports and related media;

ESSENTIAL FUNCTIONS (continued):

- Assists with the preparation, maintenance and distribution of School Accountability Report Cards in compliance with state and federal laws;
- Collaborates, supports and advises District administrators and management regarding appropriate public relations methods, procedures and actions, which include assistance in creating press releases for District events, responding to requests from the media and related items;
- Assists in the development, recommendation, and administration of a department budget for the purpose of ensuring services are delivered in conformance with District objectives and within budget parameters;
- Attends training workshops and professional development as approved;
- Monitors local, state, and national legislation as it relates to educational issues and informs the Superintendent regarding the implications to the District;
- Generates and assists other staff with writing press releases and provides news contact information;
- Supervises and evaluates the performance of assigned personnel;
- Collects information for, prepares, and distributes the District master calendar, provides monthly calendar of activities for the Board of Education;
- Prepares speeches for the Superintendent or designee;
- Coordinates various awards celebrations, artwork displayed in the Board Room, site presentations at Board meetings and other events as assigned;
- Approves all fliers from outside agencies for distribution to students of the District;
- Revises, monitors and keeps designated staff and Board apprised of incident reports.
- Maintains active list and working relationship with key community members to notify of district events, activities, and rumor control;
- Keeps the Superintendent or designee informed on potential public relations issues and consequences related to shifts in existing programs and policies;
- Maintains and articulates knowledge of District programs, policies and activities including school finance and legal aspects; maintains a record of past and current programs and activities of the District;
- Attends professional development opportunities and trainings, as directed;
- Performs other duties as assigned;

EMPLOYMENT STANDARDS

KNOWLEDGE OF

- Principles and practices of public relations, marketing, branding, formal and informal communications.
- Methods and techniques of writing, editing, designing, and publishing.
- Media relations, which includes print, broadcast website, and social media.
- Public opinion polling and polling data analysis;
- Parent and public involvement in a school district environment;
- Basic and advanced web-based technologies;
- Basic and advanced social media and communication technologies and platforms;
- Methods of project and process control, budgeting, and cost analysis and prediction;
- Organization and management principles;
- Microsoft Suite (Excel, Word, Publisher, PowerPoint, Outlook), Google Suite (gmail, Google Docs, Drive, Slides, Sheets) and other software and applications used for publishing electronic and print media;

KNOWLEDGE OF (continued)

- Effective techniques of supervision, training, coaching, conflict resolution and motivation of employees;
- Public speaking and instructional techniques;
- Clear and effective oral and written communication skills for all types of audiences;
- School and District policies, rules and regulations;
- Applicable sections of the State Education Code and other applicable laws related to confidentiality, freedom of expression, public records requests, advertising and promotion and distribution of materials;

ABILITY TO

- Effectively plan, organize, direct, coordinate and assign activities to meet District goals and objectives;
- Work collaboratively with administrators, committees and employees to accomplish common goals and objectives;
- Remain current in new and advanced website and social media related practices;
- Complete multiple priorities with short deadlines;
- Conduct and participate in meetings, conferences, professional development and other training;
- Assist in budget development for a District-wide program and monitor expenditures to operate within budget constraints;

ABILITY TO (continued)

- Compile data to prepare complex reports;
- Set priorities based on District communications needs and successfully complete tasks in a timely manner;
- Work cooperatively, efficiently and effectively with other departments, school sites and organizations to ensure compliance with District communications;
- Work effectively and efficiently without close supervision;
- Understand and carry out verbal and written directions;
- Read, write and speak English with sufficient comprehension to perform duties accurately and competently; bilingual ability is highly desirable;
- Train, work effectively and work cooperatively with individuals from diverse backgrounds;
- Work non-traditional and/or extended hours, including evening and weekend meetings from various locations both within and outside the District;
- Communicate positively and effectively, orally and in writing, with the media, District staff, students and various community partners;

EDUCATION

- Bachelor's Degree from an accredited college or university in Mass Communications, Journalism, Public Relations, Marketing, English, Broadcasting, Web Design, Media Arts, or a closely related field.

EXPERIENCE

- Three (3) years of experience in marketing, public relations, journalism, broadcasting or closely related field that performs a majority of the duties and responsibilities outlined above;
- Demonstrated experience in working with the public, media and community partnerships.
- Demonstrated project management skills and abilities.
- Demonstrated high level of successful customer service with employees and the public.
- Bilingual (Spanish/English) highly desirable.
- Experience in an educational setting desirable.

REQUIRED LICENSES AND/OR CERTIFICATES

Possess a valid California Driver's License and maintain possession of such license during the course of employment. Must be insurable at standard rates and maintain such insurability during the course of employment.

PHYSICAL DEMAND AND WORKING CONDITIONS

Environment

- Office environment at the District Office and other locations determined by your supervisor;
- Demanding timelines;
- Subject to frequent interruptions and daily contact with staff and public;
- School sites and other District facilities;
- Public spaces;

Physical Demands

- Occasional bending at the waist and stooping;
- Occasional carrying, pushing, pulling or lifting up to 50 lbs.;
- Dexterity of hands and fingers to operate standard office equipment;
- Hearing and speaking to exchange information in person and on the telephone;
- Occasional reaching overhead, above the shoulders, and horizontally;
- Visual acuity to read, prepare/process documents and small figures;
- Sitting and/or standing for extended periods of time;
- Mobility;

Working Conditions

- Extended viewing of computer monitor;
- Working with and around office equipment having moving parts;

In compliance with the Americans with Disabilities Act (ADA), the Hemet Unified School District (HUSD) will provide reasonable accommodations to qualified individuals with disabilities for the purpose of enabling the performance of the essential duties and responsibilities of the position. HUSD encourages both prospective and current employees to discuss potential accommodations with the Human Resources and/or Safety/Risk Management Department.

EMPLOYMENT STATUS

Classified Management Position (Schedule 201, Row 24)

February 2022