



## Job Description

<b>Title</b>	<b>Title Code</b>	
<b>Chief Communications Officer</b>	<b>A01971</b>	
<b>Division/Department</b>	<b>Unit</b>	<b>Grade</b>
<b>Office of the Superintendent of Schools</b>	<b>VI</b>	<b>02</b>
<b>Reports To (title only)</b>	<b>Current as of</b>	
<b>Superintendent of Schools</b>	<b>5/1/2015</b>	

<b>Position Summary</b>	Is this position exempt from overtime pay?	<b>Yes</b>
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Responsible for developing, implementing and monitoring comprehensive communication plans, both internally and externally, for the Board of Education, Superintendent of Schools, and the school system’s departments and offices. Acts as the school system’s official spokesperson as required by the Superintendent of Schools. Supervises personnel assigned to the Communications Office, the Office of Design & Print Services, and the Legislative & Policy Office. Serves as the primary liaison with the news media and helps coordinate the flow of story ideas and information from schools and the school system to the media. Responds to questions for information from the media and the general public, including Maryland Public Information Act requests. Responds to media inquiries during crisis situations, providing on-site support to the Board of Education, Superintendent of Schools, department heads, and schools as required. Advises the superintendent on all matters related to public information, communications, and public relations and directs efforts related to those two areas. Coordinates communications with the Maryland State Department of Education, other Local Educational Agencies, and local government entities.

<b>Essential Duties &amp; Responsibilities</b>	Does this position have supervisory responsibilities?	<b>Yes</b>
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1. Acts as the school system’s official spokesperson as required by the Superintendent of Schools.
2. Deals with the media during crisis situations and provides on-site support at schools during crisis situations.
3. Supervises the Senior Manager, Communications, and has ultimate responsibility for Communications Office staff and activities.
4. Oversees the work of the Director of Design & Print Services who, in turn, coordinates efforts related to visual communication, television programming, and graphical product development.
5. Oversees the work of the Legislative & Policy Office, working in conjunction with the Legislative & Policy Counsel on matters related to Board policies as well as city, county, and state legislation that impacts the school system and/or its efforts.
6. As needed, communicates and corresponds with local and state elected officials on matters affecting the school system.
7. Acts as liaison with the Board of Education Office to develop agendas for Board meetings and ensure that documents related to agenda items are prepared in a timely manner for the Board.
8. Communicates on a regular basis with staff of the Maryland State Department of Education and staff from other local education agencies.
9. Provides written material and speeches to Superintendent of Schools as needed.
10. Provides technical input/support to various Executive Team members and committees.
11. Reviews educational news articles from major media outlets on a daily basis, communicating such items to the Board of Education, Superintendent of Schools, Executive Team and Senior Staff members, principals, and others throughout the school system who have a need to be aware of such information.
12. Attends all meetings as required by the Superintendent, i.e., community forums, school groundbreaking, public hearings, etc.
13. Attends all Board of Education meetings and hearings.
14. Coordinates and conducts all school system and Board of Education news conferences.
15. Serves as the school system’s representative on countywide and statewide public information committees.

For more information, Contact the Anne Arundel County Public Schools Division of Human Resources at 410-222-5061.

16. Provides staff development/in-service in the areas of public relations and communications.
17. Serves as an active member of the Superintendent's Executive Team, and assists in the organization/coordination initiatives as required by the Superintendent.
18. Researches and prepares a variety of written documents for the school system, i.e., editorials, letters to the editor, legislative position papers, newsletter inserts, and budget presentations.
19. Participates in local school, community, and county government events to promote positive Central Office/school/community relations.
20. Consults with school-based and Central Office administrators, supervisors, faculty, and other staff to obtain information on current events, activities, programs, and other topics of general interest to the public.
21. Provides in-service locally (i.e., to school-based administrators) and statewide (i.e., ASBO) on issues related to public information and public relations.
22. Receives, processes, and records all Maryland Public Information Act requests and forwards to appropriate division for response.
23. Assists in researching, writing, and editing various school system publications, i.e., brochures, pamphlets, sound/slides, PowerPoint presentations, correspondence, etc.
24. Proofreads and edits public information materials as requested to assure proper journalistic style and professional editing.
25. Researches and prepares resolutions and proclamations as required.
26. Develops and promotes positive school news stories for regional media.
27. Has responsibility for the school system's communication/information issues.
28. Represents the Superintendent on countywide community and county government committees as required.
29. Acts as a member of the Crisis Management Team and provides advice on communications issues when the team is operative.
30. Advises Superintendent on public information/public relations issues.
31. Performs related duties as assigned.

### Minimum Qualifications

*To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or abilities required. Reasonable accommodations may be made on request to enable individuals with disabilities to perform the essential functions.*

### Education

- Master's degree highly desired. Bachelor's degree from an accredited college or university with a degree in English, Journalism, Communications, or other related field.

### Experience

- Five (5) years of recent work experience in writing and editing of a wide variety of public information materials or any equivalent combination of education and experience which would provide the required knowledge, skills, and abilities to effectively perform and carry out the work of this position.
- Experience in a school system is desirable.

### Knowledge, Skills, and Abilities

- Ability to develop a Systemwide Strategic Communications Plan.
- Ability to deal tactfully and effectively with Board personnel, members of external organizations, and the general public.

- Demonstrated ability to deal effectively with the media, both print and broadcast.
- Demonstrated writing and editing skills, creativity, and facility with language.
- Ability to guard confidential nature of a variety of information.
- Demonstrated ability to operate effectively under deadlines and meet deadlines.
- Demonstrated ability to perform effectively under pressure and high-stress conditions.
- Ability to employ business technology tools.
- Satisfactory score on any tests required.

#### Licenses/Certifications

- N/A

#### Career Ladder Requirements

- N/A

#### Physical Requirements

- As required by the duties and responsibilities of the job.

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**Established:** 7/1/2014