

## **CHIEF PUBLIC RELATIONS OFFICER**

### **Purpose Statement**

The job of Chief Public Relations Officer was established for the purpose/s of overseeing and implementing the strategic use of communication vehicles to advance the mission of Natrona County School District (NCSD); advising the Superintendent and/or the Cabinet on communication issues; serving as the media liaison on district-wide events and issues; facilitating proactive relationships between NCSD and the community; supervising assigned personnel; and overseeing assigned programs.

This job is distinguished from similar jobs by the following characteristics: Master's Degree in Public or Business Administration, Public Relations, Communications, or related fields (i.e. Broadcast, Marketing) with three to five years of supervisory experience.

This job reports to Superintendent

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### **Essential Functions**

- Acts as advisor to the Superintendent on all matters relating to assigned areas of responsibility for the purpose of providing information to meet district goals and objectives.
- Assumes leadership role on the Superintendent's cabinet (e.g. assisting with long-range strategic planning; developing system-wide budget plans; policies and activities, etc.) for the purpose of meeting and communicating district goals, objectives, and results.
- Attends district board meetings, and/or ensures participation by public relations designee, for the purpose of staying informed on board-member specific perspectives.
- Collaborates with internal and external stakeholders (e.g. Cabinet, Board of Trustees, district and building administrators and other district personnel, global and community organizations, including the Natrona County Recreation Joint Powers Board, etc.) for the purpose of building effective communication, enhancing relationships, and ensuring a high quality of customer service to achieve district goals and objectives.
- Coordinates responses to all public information requests for the purpose of ensuring effective communication practices to meet district strategic goals and objectives and to provide excellent customer service.
- Develops, plans, and/or coordinates various system-wide district activities (e.g. community outreach, media/public relations functions, etc.) for the purpose of enhancing district/community relationships, improving customer services/programs, and promoting a positive public image.
- Manages program evaluation, including design and implementation, and solicitation of feedback from internal and external stakeholders (e.g. Cabinet, Superintendent, Board of Trustees, building administrators and educators, students, parents, global community, and the general public, etc.) for the purpose of improving services and programs provided and forecasting future needs of the district and community.
- Manages program(s) and/or departmental responsibilities (e.g. design of innovative programs/services, including website, marketing materials, public relations image, data management, fiscal responsibility, district forecasting, etc.) for the purpose of providing support for and achieving district mission and organizational objectives, and ensuring accuracy, professionalism, and a high quality product in compliance with legal and financial requirements.
- Oversees various programs and events (e.g. public relations program, community relations, Back-to-School Bash, Student Academic Achievement Awards, etc. ) for the purpose of communicating and implementing district vision and culture with internal and external stakeholders.
- Participates in a variety of activities (e.g. attending workshops, conferences, seminars; reading; researching, etc.) for the purpose of keeping abreast of emerging developments related to areas of responsibility.
- Prepares and delivers written and oral communication to a variety of stakeholders (e.g. Cabinet, Board of Trustees, WY State board of Education, district and building administrators and other district personnel, parents and community groups, etc.) for the purpose of identifying issues and recommendations, supporting other staff, and serving as a district representative.

- Provides leadership, direction and supervision for multiple departments, committees, and programs (e.g. Communications, Multimedia Services, Parent Community Advisory Committee (PCAC), Maslow Project, Fabulous Recreational Enrichment Days (FRED), and Education Foundation, etc.) for the purpose of maximizing efficiency; meeting legal requirements and department and district objectives; and ensuring the provision of excellent customer service.
- Recommends a variety of communication mechanisms for district leadership (e.g. Superintendent, Cabinet, Board of Trustees, etc.) for the purpose of providing a creative and innovative venue to clearly and accurately convey district activity in alignment with district vision, goals, and objectives.
- Supervises assigned personnel (e.g. hiring, evaluating, terminating, planning, scheduling/coordinating activities; training and advising, etc.) for the purpose of maximizing the efficiency of the work force; meeting legal requirements and department and district objectives; and ensuring that excellent customer service is provided.

## **Other Functions**

- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

## **Job Requirements: Minimum Qualifications**

### **Skills, Knowledge and Abilities**

SKILLS are required to perform multiple, technical tasks with a need to occasionally upgrade skills in order to meet changing job conditions. Specific skill-based competencies required to satisfactorily perform the functions of the job include: planning and managing projects; applying assessment instruments; operating standard office equipment; preparing and maintaining accurate records; using pertinent software applications; critical thinking; planning, coordinating and completing multiple tasks; and preparation of effective easily understood written and oral reports.

KNOWLEDGE is required to perform advanced math; review and interpret highly technical information, write technical materials, and/or speak persuasively to implement desired actions; and analyze situations to define issues and draw conclusions. Specific knowledge-based competencies required to satisfactorily perform the functions of the job include: concepts of grammar and punctuation; age appropriate activities; community resources; budget preparation; program development; concepts of marketing and networking; researching local/global trends; group and process facilitation; and successful program implementation.

ABILITY is required to schedule a significant number of activities, meetings, and/or events; often gather, collate, and/or classify data; and use job-related equipment. Flexibility is required to independently work with others in a wide variety of circumstances; analyze data utilizing defined but different processes; and operate equipment using standardized methods. Ability is also required to work with a significant diversity of individuals and/or groups; work with data of varied types and/or purposes; and utilize job-related equipment. Independent problem solving is required to analyze issues and create action plans. Problem solving with data requires analysis based on organizational objectives; and problem solving with equipment is limited to moderate. Specific ability-based competencies required to satisfactorily perform the functions of the job include: adapting to changing work priorities; communicating with diverse groups; meeting deadlines and schedules; setting priorities; working as part of a team; working with detailed information/data; and working with frequent interruptions.

### **Responsibility**

Responsibilities include: working independently under broad organizational policies to achieve organizational objectives; managing multiple departments; and supervising the use of funds. Utilization of significant resources from other work units is routinely required to perform the job's functions. There is some opportunity to significantly impact the organization's services.

### **Working Environment**

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling; and significant fine finger dexterity. Generally the job requires 75% sitting, 15% walking, and 10% standing. This job is performed in a generally clean and healthy environment.

**Experience** Job related experience with increasing levels of responsibility is required.

**Education** Masters degree in job related area.

**Equivalency** None Specified

**Required Testing**

None Specified

**Certificates & Licenses**

None Specified

**Continuing Educ. / Training**

None Specified

**Clearances**

Criminal Justice Fingerprint/Background Clearance

**FLSA Status**

Exempt

**Approval Date**

7/1/2009

**Salary Grade**

Exempt 93X

I HAVE READ AND UNDERSTAND THE SCOPE OF THE JOB AND HOLD THE MINIMUM REQUIREMENTS:

Employee Name (Please Print): \_\_\_\_\_

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_