

CHIEF PUBLIC ENGAGEMENT OFFICER

TITLE:	Chief Public Engagement Officer
REPORTS TO:	Superintendent's Designee
SUPERVISES:	Assigned Staff
JOB FUNCTION:	Direct and manage district public engagement, communications, and marketing operations. Responsible for the development and implementation of communications and marketing programs to include district partnerships, online presence, media relations, multimedia production, and special events. Interpret and recommend public engagement, communications, and marketing policies and regulations for the district.

MEASURES OF SUCCESS:

- Internal and external stakeholders are informed of district initiatives and activities as indicated in annual surveys.
- Increased public engagement as indicated by analytical data.
- Increased employee communication and recognitions as indicated employee feedback and analytical data.
- Increased family and student communication and recognition as indicated by family and student feedback and analytical data.
- Increased understanding among families about families about special programs and how to apply as indicated by family feedback and analytical data.

DUTIES AND RESPONSIBILITIES:

- Support schools in identifying needs of students and families and in addressing those needs through community partnerships; maintain database of needs and partnerships.
- Implement a strategic public engagement, communications, and marketing plan.
- Administer and oversee online and multimedia initiatives for the district.
- Administer public relations activities.
- Consult with administration and campus personnel related to public engagement, communications, and marketing activities.
- Assist schools and departments in promotional and informational activities.
- Help school personnel publicize and promote any performances, exhibitions, displays, or special programs for special events and other publications.
- Designs, prepares, and edit district publications including newsletters, recruitment brochures, programs for special events, and other publications.
- Ensure that public information activities contribute to the attainment of district goals and objectives.
- Stay aware of district-community needs and initiate activities to meet those needs

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- Implement PR strategies for promoting FCPS programs through a variety of public engagement and communication tools.
- Develop a variety of marketing tools and promotional collateral for internal and external distribution to celebrate and communicate the strengths of the district.
- Serve as a liaison for the district, with a focus on delivering the district's vision of being a valued community partner and critical component in the community's future workforce.
- Develop and administer student, family, and community surveys, specifying whether information sought by administration or by the Board of Education, as appropriate.
- Work with Executive Communications Officer to ensure message alignment, and coordinate superintendent or board involvement in community relations and events, when necessary.
- Uses management practices that promote collaboration and creativity among staff.
- Develop and implement procedures to ensure that employees are informed of policies, procedures, and programs that affect them.
- Implement and oversee effective districtwide employee recognition programs.
- Implement and oversee effective family and student recognition programs.
- Ensure that programs are cost effective and that funds are managed prudently.
- Compile budgets and cost estimates based on documented program needs.
- Implement the policies established by federal and state laws, Kentucky Board of Education rule, and local board policy in the area assigned.
- Recruit, train, and supervise department staff.
- Evaluate job performance of department staff to ensure effectiveness.
- Develop training options and improvement plans for department staff to ensure the department's effective operation.
- Ensure that department operations contribute to the attainment of district goals and objectives.
- Participate in professional development activities to maintain current knowledge of public engagement, communications, and marketing rules, regulations, and practices.
- Demonstrate the ability to communicate in more than one language or the willingness to learn to communicate in more than one language at the novice level of proficiency.
- Maintain regular attendance.
- Perform other duties as assigned.

PHYSICAL DEMANDS:

- Work is performed while standing, sitting and/or walking
- Requires the ability to communicate effectively using speech, vision, and hearing
- Requires the use of hands for simple grasping and fine manipulations
- Requires bending, squatting, crawling, climbing, reaching
- Requires the ability to lift, carry, push, or pull light weights

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EDUCATION AND EXPERIENCE:

- Bachelor's Degree in public relations, communications, or related field required.
- Master's Degree in Communications, Public Administration or Education preferred.
- Five (5) years of professional experience in public relations, stakeholder engagement or organizational communications.

LICENSES AND OTHER REQUIREMENTS:

- None

Original Date: 11/2021

Revision Date: _____

Administrative Additive Level 8