

EXECUTIVE COMMUNICATIONS OFFICER / DISTRICT'S SPOKESPERSON

- TITLE:** Executive Communications Officer
- REPORTS TO:** Superintendent or Designee
- SUPERVISES:** Assigned Staff
- JOB FUNCTION:** Responsible for executive communications and public relation functions for internal and external audiences as it directly relates to and involves the superintendent and the FCPS board of education.

MEASURES OF SUCCESS:

- Internal and external stakeholders are informed of Board and Superintendent activities as indicated in annual surveys.
- Increased public and employee awareness of Board and Superintendent Initiatives as indicated by analytical data.

DUTIES AND RESPONSIBILITIES:

- **Work with the Superintendent and board of Education to:**
Establish and communicate key messages about the work of the Superintendent and Board to the public through a variety of means.
Respond to media and other public inquires about Superintendent and board messages.
Plan and facilitate communications, marketing, and public relations events for the Superintendent and Board.
Implement and oversee staff recognition at Board meetings.
- Develop messaging that informs the external narrative and support Superintendent on a variety of external-facing activities such as media briefings, community-facing events, speaking opportunities, blogs, social media, etc.
- Plan, write, edit, and distribute a variety of different communication materials when it directly involves the Superintendent and FCPS Board of Education.
- Prepare key messages, talking points, speeches, scripts, and remarks for the Superintendent.
- Implement the policies established by federal and state laws, Kentucky Board of Education rules, and local board policy in the area assigned.
- Design, prepare, and edit district publications including newsletters, programs for special events, and other publications when it directly involves the Superintendent and Board.
- Remain aware of district-community needs and initiate activities to meet those needs when it directly involves the Superintendent and FCPS Board of Education.

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- Works with Chief Public Engagement Officer to:
 - Develop a strategic communication plans for Superintendent and Board that is aligned with plans for the district as a whole.
 - Implement a strategic public relations, communications, and marketing plan for the Superintendent and the Board that is aligned with public relations, communications, and marketing work being done for the district as a whole.
 - Ensure message alignment, and coordinate Superintendent or Board involvement in community relations and events, when necessary.
- Participate in professional development activities to maintain current knowledge of public relations, executive communications, 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

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 5