

**CLARKSVILLE-MONTGOMERY COUNTY SCHOOL SYSTEM  
CLARKSVILLE, TENNESSEE  
Job Description**

**Job Title:** Chief Communications Officer

**Department:** Central Office

**Date:** July 2021

**Reports To:** Director of Schools

**Grade:** 510

**Purpose of Job**

The purpose of this job is to serve as the chief communications strategist for the internal and external dissemination of accurate and timely information about CMCSS policies, programs, procedures, achievements, decisions and critical issues; provide strategic vision, management, and motivation for the Communications Department; ensure the district's mission, vision, values, and beliefs are visible and consistent across external and internal communications and marketing channels; develop and maintain a district-wide culture of continuous improvement in which all stakeholders are engaged; and develop and maintain effective working relationships with the news media, community leaders, and community partners.

**Essential Duties and Responsibilities**

**The following duties are normal for this job. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.**

- Acts as the chief spokesperson and Public Information Officer (PIO) for the Clarksville-Montgomery County School System, including all schools and departments.
- Serves as a key communications and problem-solving strategist and advisor for the Director of Schools, department heads and building administrators.
- Develops, recommends, and implements overall organizational communications and communication strategies for programs, initiatives, services, and events of the district.
- Leads, plans and supervises all functions of the Communications Department, including, but not limited to, creative services, marketing, communications, crisis management and communications, public relations, the Continuous Improvement System, and the Clarksville-Montgomery County Education Foundation.
- Supervises the Executive Director of the Clarksville-Montgomery County Education Foundation, providing direction, guidance and support with community partnerships, fundraising, and nonprofit development and serving as an Ex Officio member of the Clarksville-Montgomery Education Foundation Board.
- Supervises the Director of Continuous Improvement, providing direction, guidance and support for the district's Continuous Improvement System, ensuring there is a culture of continuous improvement and compliance with laws and regulatory requirements across all departments and schools, and establishing feedback and monitoring mechanisms to measure and track stakeholder satisfaction and CMCSS' image throughout the community.
- Supervises the Director of Communications and Marketing, providing direction, guidance and support for the production of publications, digital media, and website and social media content to engage all stakeholders.
- Acts as the CMCSS Public Records Request Coordinator, following policy, as well as state and federal law, in the response and/or fulfillment of public records requests.

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- Develops, implements, and manages crisis communication plans, systems, and processes to effectively respond to emergency situations, ensure target audiences are reached through appropriate venues, and inform the media.
- Maintains knowledge of all major initiatives, programs, and events within the system and an awareness of school programs and activities as a basis for accurate reporting and communicating.
- Directs CMCSS' information dissemination process with major emphasis on communications within the community, communications between students' schools and homes, and internal communications.
- Works with administrators, employees and the community in planning and developing public relations programs and strategies for both one-way and two-way communications.
- Develops and maintains an effective working relationship with the news media and serves as the communications liaison between the media and the Director of Schools and all employees.
- Prepares news releases, informational collateral, organizes news conferences and arranges media coverage at all major functions of the district and schools.
- Maintains a cooperative relationship with community leaders and community organizations.
- Attends School Board meetings and work sessions and prepares reports as requested.
- Represents CMCSS in community, state and national functions as directed by the Director of Schools.
- Manages, plans, develops and maintains channels for communication with all stakeholders, including the mass notification system.

### **Additional Job Functions**

Performs other functions and assumes other responsibilities as assigned by the Director of Schools.

### **Minimum Training and Experience Required to Perform Essential Job Functions**

Master's degree or equivalent experience in the area of public relations, behavioral sciences, marketing, and/or education. At least seven (7) or more years of increasingly responsible experience in the field of public relations, marketing, and/or education. Experience in policy, continuous improvement, crisis management, and strategic planning preferred. Desired or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills and abilities for this job.

### **Knowledge of Job**

Has considerable knowledge of the policies, procedures and activities of the school system as they pertain to the performance of duties relating to the job of Chief Communications Officer. Has considerable knowledge of Board of Education Policy Governance practices as necessary in the completion of daily responsibilities. Knows how to develop and administer operations and staff plans and objectives for the expedience and effectiveness of specific duties of the office. Knows how to keep abreast of any changes in policy, methods, computer operations, equipment needs, etc. as they pertain to the operations and activities of the Chief Communications Officer. Is able to effectively communicate and interact with supervisors, members of the general public and all other groups involved in the activities of the position. Is able to assemble information and make written reports and documents in a concise, clear and effective manner. Has good organizational, human relations and technical skills. Is able to use independent judgment and work with little or no direct supervision when necessary. Has the ability to comprehend, interpret and apply regulation, procedures and related information. Has comprehensive knowledge of the

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terminology, principles and methods used in public education. Has the mathematical ability to handle required calculations. Is knowledgeable and proficient with computers. Is able to read, understand and interpret financial reports and related materials.

### **(ADA) MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS**

#### **PHYSICAL REQUIREMENTS:**

Must be physically able to operate a variety of office machines, which includes a computer, printer, copy machine, calculator, telephone, etc. Must be able to use body members to work, move or carry objects or materials. Must be able to exert up to twenty pounds of force occasionally, and/or up to ten pounds of force frequently. Physical demand requirements are at levels of those for active/light work.

#### **DATA CONCEPTION:**

Requires the ability to compare and or judge the readily observable, functional, technical, structural and compositional characteristics (whether similar to or divergent from obvious standards) of data, people or things.

#### **INTERPERSONAL COMMUNICATION:**

Requires a high degree of accomplishment in communicating ideas, using currently recognized standards for conducting press conferences, question and answer sessions and general discourse.

#### **LANGUAGE ABILITY:**

Requires the ability to read a variety of informational documentation, directions, instructions and methods and procedures related educational issues. Requires the ability to write expositions with proper format, punctuation, spelling and grammar, using all parts of speech. Requires the ability to speak with and before others with poise, voice control and confidence using correct English and a well-modulated voice.

#### **INTELLIGENCE:**

Requires the ability to learn and understand relatively complex principles and techniques; to make independent judgments in absence of supervision; to acquire knowledge of topics related to the job of Communications Director.

#### **VERBAL APTITUDE:**

Requires the ability to record and deliver information to supervisors and officials; to explain procedures and policies; and to follow verbal and written instructions, guidelines and objectives.

#### **NUMERICAL APTITUDE:**

Requires the ability to add and subtract totals; multiply and divide; determine percentages; determine time and weight; and utilize statistical inference.

#### **FORM/SPATIAL APTITUDE:**

Requires the ability to inspect items for proper length, width and shape visually.

#### **MOTOR COORDINATION:**

Requires the ability to coordinate hands and eyes in using automated office and departmentally-related equipment.

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**MANUAL DEXTERITY:**

Requires the ability to handle a variety of items, office equipment, control knobs, switches, etc. Must have the ability to use one hand for twisting or turning motion while coordinating other hand with different activities. Must have high level of eye/hand/foot coordination.

**COLOR DISCRIMINATION:**

Requires the ability to differentiate colors and shades of color.

**INTERPERSONAL TEMPERAMENT:**

Requires the ability to appropriately interact with people (i.e. staff, supervisors, general public and officials) beyond giving and receiving instructions such as in interpreting departmental policies, decisions and procedures. Must be adaptable to performing under stress when confronted with an emergency related to the job of Chief Communications Officer.

**PHYSICAL COMMUNICATION:**

Requires the ability to talk and/or hear (talking – expressing or exchanging ideas by means of spoken words) (hearing – perceiving nature of sounds by ear).

The Clarksville-Montgomery County School System is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the school system may provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer. Signatures below indicate the receipt and review of this job description by the employee assigned to the job and the immediate supervisor.

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**Employee's Signature**

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**Supervisor's Signature**

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**Date**

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**Date**