

POSTING OF JOB VACANCY
Kings Local School District
Chief Communications Officer

Date: April 15, 2025

Job Title: Chief Communications Officer

Qualifications:

1. Bachelor's degree in communications, journalism, public relations, or related field
2. Progressive communications experience, preferably in education
3. Excellent written and verbal communication skills
4. Strong understanding of digital media platforms and strategies
5. Experience in community relations and stakeholder engagement

Hours: 2025/2026 School Year
260 Days

Salary: Based on qualifications and years of experience.

Deadline for Filing

Application: April 20, 2025

External candidate please apply on our website www.kingslocal.net

Internal candidates please send letter of interest to Amy Andrews
aandrews@kingslocal.net

Kings Board of Education

JOB DESCRIPTION

Title: Chief Communications Officer

Reports To: Superintendent

Employment Status: Full-Time: 260 Days

FLSA Status: Non-Exempt

General Description:

The Chief Communications Officer (CCO) serves as the primary communications strategist for Kings Local Schools, overseeing all internal and external communications to enhance and strengthen relationships with key stakeholders. This strategic leadership role is responsible for developing and executing a comprehensive communications plan that aligns with the district's mission, vision, and strategic goals.

Qualifications:

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4. Strong understanding of digital media platforms and strategies
5. Experience in community relations and stakeholder engagement

Essential Responsibilities:

- Develop and implement a comprehensive, proactive communications strategy that fosters transparency, trust, and engagement with all stakeholders, including students, parents, staff, community members, and media.
- Oversee the development and maintenance of the district's brand identity, ensuring consistent messaging and visual representation across all platforms.
- Oversee crisis communications and serve as district spokesperson when needed
- Supervise communications staff and coordinate with department leaders

JOB DESCRIPTION

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Chief Communications Officer (Continued)

Strategic Communications:

Develop and Implement Comprehensive Communications Strategies:

- Craft and execute strategic communication plans that align with the district's overarching mission, vision, and strategic plan.
- Anticipate and proactively address communication needs related to district initiatives, policy changes, and community concerns.
- Utilize data-driven insights to evaluate the effectiveness of communication strategies and make necessary adjustments.

Create Compelling Narratives:

- Develop and articulate compelling narratives that showcase the district's educational philosophy, innovative programs, and student and staff achievements.
- Curate success stories for district publications, website features, and media outreach
- Highlight the unique strengths of Kings Local Schools and its contributions to the Kings Mills community.
- Utilize storytelling techniques to engage stakeholders and build a strong sense of pride and connection to the district.
- Create systematic approaches to highlight Kings student achievements in academics, arts, athletics, and service

Design Communications for Major Initiatives and District Priorities:

- Plan and execute communication strategies for key district initiatives, such as bond issues, levy campaigns, curriculum changes, and new program launches.
- Develop targeted communication plans to address specific stakeholder groups, ensuring clear and consistent messaging.
- Collaborate with district leadership to ensure communication strategies support and advance district priorities.

Ensure Consistent Messaging Across All Communication Channels:

- Establish and maintain brand guidelines to ensure consistent messaging, tone, and visual identity across all communication platforms, including the district website, social media, newsletters, and press releases.
- Develop and implement communication protocols to ensure accurate and timely information dissemination.

JOB DESCRIPTION

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Chief Communications Officer (Continued)

- Coordinate communication efforts across all district departments and schools to maintain a unified voice.

Provide Communications Counsel to District Leadership and School Principals:

- Serve as a trusted advisor to the Superintendent, school board, and district leadership team on all communication matters.
- Provide strategic communication counsel to school principals, supporting their efforts to engage with parents, staff, and the community.
- Develop and deliver communication training and resources to district staff, empowering them to effectively communicate with stakeholders.
- Provide counsel during sensitive situations that may arise at individual buildings.

Community Engagement:

- Develop and implement strategies to increase community engagement, and participation in school events.
- Work to build strong relationships with local businesses, and community organizations.
- Develop and implement strategies to engage key stakeholders, including parents, community members, and business leaders.
- Advocate for the district's interests and priorities, building support for educational initiatives and programs.
- Facilitate open and transparent communication with all stakeholders, fostering a collaborative environment to reach diverse community segments and ensure inclusive communications
- Organize community forums and feedback sessions

Social Media Management:

- Direct the district's social media strategy across all platforms (Facebook, Twitter, Instagram, LinkedIn, TikTok) including analyzing social media metrics to optimize engagement and reach
- Stay current on emerging social media trends and best practices in educational communications
- Monitor and analyze media coverage and public sentiment, providing timely and accurate information to district leadership.

Crisis Management:

- Develop and implement a comprehensive crisis communications plan to address potential emergencies and sensitive situations.

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Chief Communications Officer (Continued)

- Serve as the district's spokesperson during a crisis, providing accurate and timely information to the media and public.
- Manage crisis communications, ensuring the district's reputation is protected and stakeholders are informed.

Additional Working Conditions:

- Occasional exposure to blood, bodily fluids, and tissue.
- Occasional operation of a vehicle under inclement weather conditions.
- Occasional interaction among unruly children.

KINGS BOARD OF EDUCATION

JOB DESCRIPTION

Title: Chief Communications Officer

This job description in no manner states or implies that these are the only duties and responsibilities to be performed by the position incumbent. the incumbent will be required to follow the instructions and perform the duties required by the incumbent's supervisor, appointing authority, or designee.

(Superintendent or designee)

(Date)

My signature below signifies that I have reviewed the contents of my job description and that I am aware of the requirements of my position. I further certify that I have reviewed the most current copy of the Kings Board of Education Personnel Policy Manual.

(Chief Communications Officer)

(Date)