

## CHIEF OF COMMUNICATIONS, ENGAGEMENT, AND COLLABORATION

### DEFINITION

Oversees and develops the District's communications, engagement, and collaboration strategies to ensure alignment with the vision and values of the Board of Education and Superintendent of Schools.

### TYPICAL DUTIES

- Provides leadership and direction for the Office of Communications, Engagement, and Collaboration and is responsible for the planning and implementation of policies, programs, and activities of the office.
- Oversees the communications services of the District which includes internal and external communications, marketing and media relations, broadcast services, translations services, and event planning.
- Oversees the engagement services of the District which includes student, parent, community and civic engagement programs and services; and grants and partnership development.
- Serve as the chief spokesperson and public relations strategist for the District.
- Advises the Superintendent and executive staff regarding District initiatives, goals, priorities, and unusual trends or issues, and recommend appropriate course of action through strategic and innovative District-wide communication and engagement planning.
- Oversees the development and preparation of departmental priorities, policies, procedures and standards; and budget and expenditures.
- Oversee the coordination and implementation of the District's crisis communication plan and ensure a responsive and coordinated effort is communicated internally and externally to the media and stakeholders.
- Oversee and direct the development of a variety of opinion polls, solicit feedback from stakeholders, review survey and feedback results, and recommend appropriate public relations and marketing strategies.
- Provide strategic leadership for the community engagement program through enhancing support and promoting public education and functions and services of the District in collaboration with the Superintendent, executive staff, Board of Education, business, philanthropic, and community resources.
- Implement and execute the development of outreach and communication strategies to meet the needs and concerns of District families and communities.
- Represent the Superintendent and executive staff at various community functions, meetings, and conferences.
- Oversees the preparation and maintenance of departmental reports, records and files.
- Perform related duties as assigned.

### DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

The Chief of Communications, Engagement, and Collaboration is responsible for directing and implementing the District's communications, media, and engagement activities and strategies.

## SUPERVISION

Administrative direction is received from the Superintendent. General direction is given to lower-level executive, management, and support staff.

## CLASS QUALIFICATIONS

### Knowledge of:

- Principles and methods of preparing and disseminating communications for a large public sector organization
- Communications media and their most effective uses, including print, radio, and television media
- Communications and news media needs including print, radio, and television
- The ethnic, cultural, geographic, and socio-economic diversity of the populations served by the District
- Principles of leadership, organization, and administration
- Fiscal accountability and budget preparation and control
- Strategic planning and project management techniques
- Structure and operations of public schools
- Evaluation, survey, research, and planning methodologies
- Applicable laws, codes, rules, and regulations regulated to communications, media, and engagement
- Current trends and issues regarding the Los Angeles Unified School District, public education, and public schools

### Ability to:

- Oversee and guide complex and sensitive communications
  - Cultivate and sustain strategic partnerships including community-based organizations, government agencies, media, and the public sector.
  - Develop communications for a variety of diverse audiences including parents, staff, and the public.
  - Analyze emergent situations and determine their public relations aspects and adopt an effective course of action
  - Maintain confidentiality of sensitive and privileged information
  - Present information in a proactive, complete, and media-sensitive manner.
  - Communicate effectively, both orally and in writing, with the news media and several public entities served by the district
  - Work proactively in a variety of situations requiring extensive contact with public leaders, media representative, community members, and special interest groups to establish productive working relationships
  - Demonstrate empathetic listening, sensitivity, and interpersonal skills with individuals from varying cultural and socioeconomic backgrounds
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- Develop and implement long-term strategic plans and goals
  - Develop and monitor budgets

## ENTRANCE QUALIFICATIONS

### Education:

Graduation from a recognized college or university with a bachelor's degree preferably in public relations, journalism, communications, marketing, or a related field.

Experience:

Seven years of management experience in a school district, institution of higher education, or public agency involving administration of a communications program, including internal and external communications, marketing and media relations, and community engagement.

Special:

A valid driver's license to legally operate a motor vehicle in the State of California and the use of a motor vehicle.

SPECIAL NOTE

An employee in this class may be subject to the reporting requirements of the District's Conflict of Interest Code.

This class description is not a complete statement of essential functions, responsibilities, or requirements. Entrance requirements are representative of the minimum level of knowledge, skill, and/or abilities. To the extent permitted by law, management retains the discretion to add or change typical duties of a position at any time, as long as such addition or change is reasonably related to existing duties.

New Class  
12-08-22  
RGK/LKD