

LOS ANGELES UNIFIED SCHOOL DISTRICT
PERSONNEL COMMISSION

CLASS DESCRIPTION
Senior Management/Management

Class Codes

CHIEF COMMUNICATIONS OFFICER	1920
DEPUTY CHIEF COMMUNICATIONS OFFICER	1921

DEFINITION

The Chief Communications Officer plans, directs, and organizes the activities of the Office of Communications, and maintains communications with the public, news media, staff and school community of the District. The Deputy Chief Communications Officer assists in the management of the Office of Communications and acts for the Chief as required.

TYPICAL DUTIES

Plans and administers the District's communication activities by:

Developing and implementing communication strategies for schools, ESC's, and Divisions, and developing District level communications programs for parents, the public and staff.

Traveling to school sites to serve as media liaison or to provide communications support to administrators and other District staff.

Coordinating public information dissemination relative to new or developing programs; writing or reviewing articles, press releases, reports, scripts, and statements; and advising District administrators on public-relations aspects.

Serving as District spokesperson for the Board of Education and the Superintendent of Schools in contacts with the media and a wide variety of public and private organizations.

Writing or reviewing reports and speeches for the Superintendent of Schools and senior staff.

Coordinating media and editorial board briefings and press conferences.

Initiating and maintaining communications with the non-English speaking media and the populations they represent.

Providing training for Board and staff members regarding relations with the news media.

Provides leadership for the Office of Communications and its programs.

Develops and sustains a collaborative team environment within the Office of Communications and any other reporting Unit or Office.

Provides for immediate responsiveness to emergencies and crises at all times including receiving and assessing information, cooperating with news media and others, and informing and coordinating appropriate District personnel.

Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

The Chief Communications Officer represents the District in the area of public information and communications, and directs the administration of the Office of Communications.

The Deputy Chief Communications Officer assists in representing the District in the area of public information and communications, and acts as Chief as required.

SUPERVISION

The Chief Communications Officer receives administrative direction from the Superintendent of Schools and provides administrative direction to lower-level communications and media relations personnel.

The Deputy Chief Communications Officer receives administrative direction from the Chief Communications Officer and provides general supervision to lower-level communications and media relations personnel.

CLASS QUALIFICATIONS

Knowledge of:

- Communications media and their most effective uses, including print, radio and television media
- Appropriate media contacts regarding given issues and circumstances
- Principles and practices of broadcasting and television station administration
- Methods of evaluating broadcast programs
- Purposes and functions of federal and State agencies which support and regulate public and educational broadcasting
- The ethnic, cultural, geographic, and socio-economic diversity of the populations served by the District
- The needs of the various communications and news media including print, radio, and television
- Principles of Leadership
- Principles of organization and administration
- Current issues regarding the Los Angeles Unified School District
- Current issues regarding public education

Ability to:

- Present information in a proactive, complete and media-sensitive manner
- Communicate effectively both orally and in writing with the news media and the several publics served by the District
- Write clear, concise reports, articles, and speeches in easily understandable language
- Analyze emergent situations and programs and determine their public-relations aspects
- Develop and maintain effective relationships with personnel of news media, community leaders, administrators, and others
- Develop effective media and communications strategies for non-English speaking populations
- Act judiciously under pressure
- Supervise effectively
- Participate in and lead group discussions

ENTRANCE QUALIFICATIONS

Education:

Graduation from a recognized college or university with a bachelor's degree, preferably with courses in communications skills, television broadcasting, human relations, the history and philosophy of education, public administration, and educational administration.

Experience:

Chief Communications Officer:

Five years of professional experience within the last 10 years primarily in media and communications activities preferably including television broadcasting. At least two years of the experience must have included supervision or management experience and communications-media relationships involving programs or services regarding major public interest or public education issues.

Deputy Chief Communications Officer:

Four years of professional experience within the last 10 years primarily in media and communications activities preferably including television broadcasting. At least one year of the experience must have included communications-media relationships involving programs or services regarding major public interest or public education issues.

Special:

A valid California Driver License.

Ability to communicate in Spanish, both orally and in writing is highly preferable.

SPECIAL NOTES

1. Chief Communications Officer is a Senior Management Class.
2. 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.

Revised
03-28-16
PJO