



**CHIEF COMMUNICATIONS AND COMMUNITY ENGAGEMENT OFFICER**

**GENERAL RESPONSIBILITIES**

Responsible for the development of comprehensive communications campaigns for client departments; the supervision and execution of the partners in education program; the supervision of the system-wide volunteers in education program; maintenance of the school system's web-site; supervision of all schools programming on VBTV; supervision of media relations efforts including a comprehensive media liaison program; development and execution of written communications and crisis communication plans for the school system; production of system-wide publications; execution of internal communications outreaches; and serves as staff to the Education Foundation.

**ESSENTIAL FUNCTIONS**

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Supervise the development of issues management strategy.
- Work to manage media relations.
- Supervise the development and execution of the department budget.
- Supervise school programming on VBTV.
- Supervise the staff to the Education Foundation.
- Serve on system-wide committees (e.g. Facilities Disposition Committee, Building Utilization Committee).
- Supervise the Web site staff.
- Review and edit department publications, speeches, news releases, etc.
- Handle personnel issues and concerns.
- Supervise the Partner-In-Education and Volunteer-In-Education efforts.
- Handle crisis communications efforts.
- Perform related work as required.

**KNOWLEDGE, SKILLS, AND ABILITIES**

Comprehensive knowledge of the principles, practices and procedures of media, public, and community relations; comprehensive knowledge of school division objectives, procedures and organization; procedures and methods; excellent oral and written communication skills; ability to work with and through School Board members, administrators, teachers and all support staff; ability to conceptualize, initiate, monitor and evaluate new and/or current programs; ability to establish and maintain effective working relationships with school officials, school administrators, teachers, staff and associates.

**EDUCATION AND EXPERIENCE**

**Required:**

Extensive experience in public relations and communications.

Training in crisis/emergency communications.

**Preferred:**

Master's Degree in English, journalism, education, mass communications, or related subjects,

A comparable amount of training and experience maybe substituted for the minimum qualifications.



# VIRGINIA BEACH CITY PUBLIC SCHOOLS

## CHARTING THE COURSE

### PHYSICAL REQUIREMENTS

Must have the use of sensory skills in order to effectively communicate and interact with other employees and the public using the telephone and personal contact as normally defined by the ability to see, read, talk, hear, handle or feel objects and controls. Frequent sitting, grasping, fingering, repetitive motion, and reaching. Occasional walking, standing, bending, stooping, and driving. Ability to lift up to 20 pounds occasionally. Requires timely and regular adherence to established work schedules.  
Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.

### SPECIAL REQUIREMENTS

Possession of a valid driver's license.  
Regular and reliable attendance is an essential function of this position.

FLSA Status: Exempt	Description: 8/13, 7/20
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