

## **WENTZVILLE R-IV SCHOOL DISTRICT**

### **Position Description**

**Position Title:** Chief Communications Officer  
**Reports To:** Superintendent of Schools

#### **SUMMARY**

The Chief Communications Officer will develop and deliver professional communications and will oversee internal and external communication for the dissemination of information regarding the District's programs and services. The Director will serve as a representative and spokesperson of the Wentzville School District.

#### **QUALIFICATIONS/REQUIREMENTS**

The Chief Communications Officer shall have completed a minimum of a Bachelor's Degree in Communications, Journalism, Business, or a related field; and possess strong communication, interpersonal, and technical skills. Experience in community relations and communications is preferred.

#### **ESSENTIAL JOB DUTIES**

- Assists the Superintendent as liaison between the school district and the news media.
- Serves as co-webmaster for the District website along with the Director of Technology, and updates as necessary with timely information.
- Writes, edits, and distributes an electronic District and staff newsletter.
- Prepares news releases and pictures for release to the press and for special publications.
- Coordinates the planning, organization, and direction of an informational campaign for tax levy and bond issue elections.
- Plans and implements the District's social media efforts.
- Works with building administrators and teachers to develop a successful building level communication plan.
- Coordinates annual Communication and Parent Satisfaction surveys.
- Maintains a District calendar and serves as a clearinghouse for all school-sponsored activities.
- Coordinates the distribution of general District communications to all parents.
- Responsible for annual employee recognition programs including the Teacher of the Year, Support Staff Employee of the Year, and District Awards Banquet.
- Coordinates community engagement meetings designed to inform stakeholders about school programs and activities, including GPS, CSIP, and the Superintendents Roundtable.
- Responsible for Annual Community Relations events including Back to School Employee Extravaganza, Back to School Fair, and Holiday Assistance Program.
- Prepares formal presentations for District events.
- Coordinates the annual United Way and Arts & Education Campaign and other relevant campaigns.
- Assists the Superintendent in the general administration of the school district.

**ESSENTIAL JOB DUTIES (cont'd)**

- Serves as the Secretary for the WSD Foundation and coordinates the student scholarship and teacher mini-grant programs.
- Coordinates employee intranet content with Technology Department.
- Coordinates District participation in School-Business Partnerships.
- Organizes annual volunteer background checks for parent volunteers.
- Coordinates District response to emergency school closings as well as crisis situations.
- Prepares district statement regarding crisis situations.
- Participates in the regional & state associations dedicated to improving school communications.
- Assists in coordination of the District's services to the community.
- Orders necessary materials.
- Publicizes and supervises program operations.
- Evaluates the program.
- Represents the District at appropriate state and local meetings, as well as designated community organizations.
- Attends District administrator meetings.
- Attends meetings of the Board of Education.

**OTHER DUTIES AND RESPONSIBILITIES**

Performs other duties as assigned by the Superintendent.

**ADA COMPLIANCE**

The essential functions contained in this job description are in compliance with the Americans with Disabilities Act (ADA) and are not an exhaustive list of the duties performed for this position. The additional duties and responsibilities listed are performed by the individuals currently holding this position and additional duties may be assigned when appropriate.

**TERMS OF EMPLOYMENT**

The Chief Communications Officer shall be employed on a twelve-month basis with five weeks of vacation. Salary for the position will be established annually.

**EVALUATION**

Performance in this position will be evaluated annually in accordance with the provisions of the Board's Policy on evaluation of administrative personnel.