



**Board of Education of the City of St. Louis**  
**CAREER OPPORTUNITY**

---

<b>Position Title:</b>	Chief Communications Officer
<b>Reports to:</b>	12 Month
<b>Job #:</b>	XXXX
<b>Payroll/Personnel Type:</b>	Superintendent of Schools
<b>FTE:</b>	1.0 FTE
<b>Union Eligibility:</b>	Not Eligible

**Position Summary:**

Reporting to the Superintendent of Schools or their delegate, the Chief Communications Officer (CCO) of Saint Louis Public Schools is a key leadership figure responsible for managing and enhancing the district's public image and reputation. This role requires strategic vision, superior communication skills, and an in-depth understanding of educational contexts. The CCO will work closely with the Leadership Team and stakeholders, leading the Communications Team in areas such as branding, marketing, strategic communications, media relations, and digital engagement. This position is integral in supporting the superintendent's vision and effectively managing communication challenges, significantly influencing the district's public perception and overseeing the district's communications transformation.

**Key Responsibilities:**

1. Strategic Communication Planning:

- Develop and implement district-aligned communication strategies
- Create effective messaging for diverse stakeholders including students, parents, staff, and the community
- Serves as a speechwriter, in collaboration with the Chief of Staff, the Superintendent, and other top administrators as needed.

2. Media Relations:

- Act as the district's primary spokesperson
- Foster positive media relations and manage press-related activities.

3. Internal Communications:

- Manage internal communication channels to keep stakeholders informed about district initiatives, policies, and events.
- Promote a culture of open communication and collaboration.

4. Community Engagement:

- Lead initiatives to increase community involvement in school activities and decisions.
- Coordinate community meetings and forums to gather feedback and share information.

5. Crisis Communication:

- Direct crisis communication strategies and operations during emergencies or controversial issues.
- Provide support for districtwide urgent and crisis communications.
- Ensure timely and accurate dissemination of information to all stakeholders during crises.

6. Digital and Social Media Management:

- Oversee the district's digital presence, including the website and social media platforms.



- Develop content and strategies to engage audiences online and monitor social media trends and feedback.
- Uses analytics to create a high-functioning communications environment to enhance digital experiences that build relationships with key audiences: students, teachers, parents, and the community.

7. Team Leadership:

- Lead and mentor the communications team.
- Manage the communications budget and allocate resources effectively.
- Support the Leadership Team in aligning communications strategies with key district initiatives

8. Monitoring and Evaluation:

- Evaluate the effectiveness of communication strategies and make data-driven adjustments.
- Monitor public perception of the district and report to senior leadership.
- Provide counsel to the Superintendent, senior management, and the Board on marketing, communications, and parental and community involvement.
- Plans, implements, and evaluates internal and external strategies to build understanding and support for District initiatives and to promote greater involvement in and support for District initiatives among civic, school, community, business, and legislative interests.

**Qualifications:**

- Bachelor's degree in communications, Journalism, Public Relations, or related field (master's degree preferred).
- Extensive experience in communications or public relations, ideally in education, public sector, or business.
- Demonstrated leadership and team management skills.
- Excellent written and verbal communication abilities.
- Proficient in digital communication tools and social media platforms.

**Knowledge, Skills, and Abilities:**

- Visionary mindset with a belief in the potential of all individuals.
- Compelling communicator capable of engaging key stakeholders.
- Collaborative and effective at implementing strategic priorities.
- Deep understanding of equity, particularly in education.
- Open to feedback and capable of implementing it effectively.
- Organized and detail-oriented with a focus on precision and accuracy.
- Influential leader with the ability to work across various organizational levels.

**Physical Requirements:**

- Must be physically able to operate a motor vehicle
- Light work usually requires walking or standing to a significant degree
- Must be able to exert up to 10 pounds of force occasionally, and/or a negligible amount of force constantly to lift, carry, push, and pull or otherwise move objects, including the human body
- Must be physically able to operate a variety of equipment including computers, copiers, adding machines, etc.

**Working Conditions and Environment:**



Board of Education of the City of St. Louis  
**CAREER OPPORTUNITY**

---

- Routine office environment with minimal physical risk.

**Disclaimer:**

The information contained in this job description is for compliance with the Americans with Disabilities Act (ADA) and is not an exhaustive list of the duties performed for this position. Additional duties are performed by the individuals holding this position and may be assigned.

**Review/Approvals:**

\_\_\_\_\_  
Employee

\_\_\_\_\_  
Date

\_\_\_\_\_  
Immediate Supervisor

\_\_\_\_\_  
Date

\_\_\_\_\_  
Human Resources

\_\_\_\_\_  
Date

***In connection with hiring for this position, the district shall not discriminate against any employee or applicant for employment because of race, religion, color, sex, sexual orientation, age, disability, veteran status or national origin.***