



## **Chief of Communications**

### **BASIC FUNCTION**

Under policy direction, plan, organize and direct the staff and activities of the Communications department of the District; lead, design, implement, and communicate Portland Public School's enterprise-wide communications strategic plans and actions. Build, maintain and communicate PPS' reputation, values and culture across the organization and with external audiences, especially students and families. Direct strategic and tactical message development and guide communication efforts, including print and digital media, social media, cable network media, etc.; and support the Superintendent's Cabinet as the principal communications partner on a variety of strategic initiatives.

### **REPRESENTATIVE DUTIES**

#### **Leadership**

- Serve as leading communication strategist on PPS initiatives, goals and priorities with focus on forward looking message and communications planning. "E"
- Communicate and represent the District's vision and perspective internally and to the general public/community "E"
- Establish and implement a comprehensive plan, including the development of materials, that builds and maintains support for the district's strategic plan. "E"
- Build and maintain public support for public education and the school system in collaboration with the Superintendent, Superintendent's Cabinet, Executive Staff, and PPS administration. "E"
- Lead strong, vision-focused, service-oriented team of professionals across all aspects of media, internal and external communications, multilingual outreach, web design and communications and marketing. "E"
- Manage the Superintendent's, and their Cabinet's, public communications and the District's brand through well-developed internal communications, public affairs, crisis communications and marketing plan and strategy. "E"
- Provide internal consultation services to District leaders, Center for Black Student Excellence, Strategic Project Management Office, Office of School Modernization, and other departments regarding communication of critical initiatives and department strategic priorities, in alignment with the District mission and vision. "E"
- Develop, direct, analyze, and evaluate the District's public relations, marketing, communications, and public affairs strategy; execute effective campaigns/programs on a local, state, and national basis, with major emphasis on employee communications and communications between the District and the community. "E"

- Serve as public relations advisor to the Superintendent, Board of Education, Superintendent's Cabinet, and Senior Leadership Team. "E"
- Identify community issues and concerns, and develop strategies for dealing effectively and proactively with community issues and concerns; interact with diverse stakeholder groups, and represent the Superintendent or Chief of Staff as directed. "E"
- Communicate and collaborate with the Superintendent, Cabinet, Chief of Staff, Senior Leadership, Board of Education, other administrators, and district personnel to coordinate activities and programs, resolve issues and conflicts, and exchange information; model district standards of ethics and professionalism. "E"
- Demonstrate a commitment to the Portland Public Schools Racial Equity and Social Justice Commitment by developing a thorough knowledge and application of the district Racial Educational Equity Policy, the PPS RESJ Framework and Plan, and the PPS RESJ Partnerships Investment Strategy and other board policies; participate in staff development, in-services and trainings related to diversity, equity and inclusion in the workplace and in K – 12 education; model appropriate behaviors; develop, recommend and implement improvements to educational practices with awareness and understanding of their impact in a racially and culturally diverse community. "E"
- Perform related duties as assigned.

#### **ADMINISTRATION & MANAGEMENT**

- Compose, or edit, written and oral communications such as speeches, press releases, news conference materials, website content and social media posts to convey and articulate the District's mission; support individual schools, the Board of Education and the Superintendent of Schools in actively communicating Board actions, education policies and procedures, District programs and information campaigns.
- Plan and administer District-wide functions as designated by the Superintendent or Chief of Staff. "E"
- Develop and monitor program's annual objectives, performance measures, and budgets. "E"
- Plan, develop, and maintain effective processes and channels of communication with internal and external audiences. "E"
- Develop communication strategies, tactics, and action plans for all major PPS initiatives, and serve as a public relations consultant to key District committees and task forces. "E"
- Work collaboratively with administrators, staff members, and community volunteers in planning/developing public relations programs and strategies for both one-way and two-way communications with diverse constituents. "E"
- Supervise, evaluate, and hold accountable the performance and professionalism of assigned staff; interview and select employees, and recommend transfers, reassignments, terminations, and disciplinary actions; plan, coordinate, and arrange for appropriate professional development opportunities for assigned staff. "E"
- Oversee preparation, administration, and control of department budget. "E"

#### **MEDIA RELATIONS**

- Lead the development and delivery of news to broadcast, print, and online media to create media coverage of the school District on a daily basis. "E"

- Serve as a liaison between the District and the media, and serve as the District's top spokesperson, handling sensitive and controversial issues. "E"
- Develop, coordinate, and monitor the crisis communication plan and implementation. "E"
- Organize press conferences and the release of information to the media and the public. "E"
- Develop and maintain working relationships with community leaders, organizations, and members of the media. "E"

## **MARKETING/COMMUNICATIONS**

- Create, implement, and direct a marketing program that enhances PPS' image in the eye of the community with a recognizable "brand" reflective of a school district on an upward trajectory. "E"
- Develop and maintain brand image, positioning, and messaging for PPS; develop and maintain image and identity standards for PPS. "E"
- Provide analysis of results, and recommend public relations/marketing strategies and tactics. "E"
- Manage the development and production of District marketing communications, including print and electronic publications, collateral materials, presentations, website content, social networking sites such as Instagram and Facebook, new media productions, advertising, media relations, and television broadcasts for staff and the community. "E"
- Build capacity of PPS administrators and departments in communications by providing training on a variety of topics, including public communications, marketing, and media. "E"

## **EMPLOYEE COMMUNICATIONS**

- In partnership with the Chief Human Resources Officer, develop overall strategy and plan for District-level employee communications. "E"
- Maintain open line of communication between the Superintendent and PPS employees using a variety of tactics and techniques. "E"
- Coach and facilitate the work of Executive Staff, managers, and supervisors in communicating more effectively with employees. "E"
- Communicate to staff the rationale for Superintendent and Board of Education decisions. "E"

## **KNOWLEDGE AND ABILITIES**

*The following knowledge and abilities are in addition to those outlined in the classification.*

- Knowledge of urban public school landscapes including policies, politics, education practices and funding.
- Excellent written and verbal communication skills, including ability to convey information to a variety of audiences (e.g., large groups, staff meetings, executive briefings, public board meetings, memos).
- Ability to define and implement effective administrative practices.
- Ability to quickly master new technology and systems.
- Strong analytic and systems thinking necessary to interpret data to inform goals and strategy, as well as build infrastructure where none exists.
- Ability to coordinate and manage complex cross-functional projects with multiple competing priorities or perspectives.

- Ability to build relationships across all organizational levels and functions.
- Ability to manage ambiguity, risk, and changing direction of projects and strategies.
- Excellent interpersonal, leadership, and management skills and high professional standards for work quality.
- Ability to work effectively in high-pressure situations that require sound decision making.
- Ability to engage, inspire, and influence people.

### **EDUCATION AND EXPERIENCE**

Bachelor's Degree in Communications, English, Public Relations, Journalism, Marketing or related field is required. A Master's degree in Communications, Marketing, Public Policy Administration or related field preferred.

Ten (10) years of accomplished strategic communications experience of increasing scope at a large, complex organization is required, preferably with some experience at a public agency. At least three (3) years must have been in a senior management capacity, overseeing strategic communications and teams.

*Any other combination of education and experience that would likely provide the required knowledge and abilities may be considered.*

### **Special Requirements:**

Work hours may include on- and off-campus evening and weekend activities and meetings and district, school and student functions.

Some positions in this classification may require the use of a personal automobile and possession of a valid Class C Oregon driver's license.

### **WORKING CONDITIONS**

*The working conditions are outlined in the job classification for the position and are representative of those that must be met by an employee to successfully perform the essential functions of this job. Persons with certain disabilities may be capable of performing the essential duties of this class with or without reasonable accommodation, depending on the nature of the disability.*

**Work Environment:** Work is performed primarily in a standard office environment with extensive student, parent and public contact and frequent interruptions.

**Hazards:** Potential conflict situations.

**Physical Demands:** Primary functions require sufficient physical ability and mobility to work in an office setting; dexterity of hands and fingers to operate a computer keyboard and other office equipment; sitting or standing for extended periods of time; kneeling, bending at the waist, reaching overhead, above the shoulders and horizontally to retrieve and store files and supplies; lifting, pushing, pulling and carrying office equipment, supplies and materials weighing up to 25 pounds; repetitive hand movement and fine coordination to use a computer keyboard; hearing and speaking to exchange information in person or on the telephone; seeing to read, prepare and assure the accuracy of documents.

**Remote Work Eligibility:** ad-hoc

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FLSA: Exempt

Updated: June 2024

Classification: Chief

Job Code 1037

Bargaining Unit: N/A

Salary Grade: Senior Leadership SL200

Work Year(s): 260

**Portland Public Schools recognizes the diversity and worth of all individuals and groups and their roles in society.** The District is committed to equal opportunity and nondiscrimination in all its educational and employment activities. The District prohibits discrimination based on race; national or ethnic origin; color; sex; religion; age; sexual orientation; gender expression or identity; pregnancy; marital status; familial status; economic status or source of income; mental or physical disability or perceived disability; or military service (Board of Education Policy 1.80.020-P).

Human Resources partners with district leadership to recruit, develop, and support a culturally diverse workforce dedicated to the highest standards of equity and achievement that creates an environment of empowerment and success for our students, employees, and the communities we serve.