

Chief Community Engagement Officer

Position Details

Job Code: U7396

Reference Code: A831

Division/Unit: Communications

Classification: Professional-Technical

Terms of Employment: At-Will

FLSA STATUS: EXEMPT

Position Summary

This position is responsible for all districtwide communication and marketing as well as national, state, and local media coverage. This position will utilize effective communication methods and tools to ensure internal and external stakeholders are not only informed but also engaged in the Clark County School District (CCSD) mission, strategic goals, objectives, priorities, and outcomes. This position will lead and direct all internal and external communication, media relations, and marketing programs in support of the CCSD's mission and goals. This position is directly responsible to the Superintendent of Schools.

Essential Duties and Responsibilities

The list of Essential Duties and Responsibilities is not exhaustive and may be supplemented.

1. Develops and directs a comprehensive communications program to support CCSD's mission and goals.
2. Serves as the spokesperson for CCSD through all appropriate channels, including community outreach, broadcast media, the internet, and social networks such as the use of X (formerly known as Twitter), Facebook, Podcasts, and other next-generation communication channels.

3. Contributes leadership to the organization beyond assigned accountabilities to champion the CCSD mission, vision, and strategic plan, including the development and management of a strategic plan for communications, media relations, and marketing.
4. Directs the writing and editing of speeches, scripts, articles, reports, proclamations, resolutions, and correspondence for Clark County School District Board of School Trustees Board Members, the Superintendent of Schools, and senior staff.
5. Prepares and directs the writing, design, production, and/or distribution of publicity brochures, newsletters, booklets, flyers, agendas, invitations, and multimedia programs.
6. Manages media relations; including working with media for the purpose of informing the public of an organization's mission, policies and practices in a positive, consistent and credible manner; coordinating directly with persons responsible for producing the news and features in the mass media; building the critical and necessary organizational relationships with members of the press and media.
7. Provides and implements consistent communication strategies to support multi-cultural outreach to diverse CCSD communities and external stakeholders.
8. Initiates the use of broadcast, internet, intranet, and other mass media, next generation communications channels to support consistent information, messaging, consensus building and community understanding of issues related to CCSD's challenges and successes.
9. Utilizes electronic communications tools, including Web presence and social media, to keep the community informed about and engaged in CCSD priorities, policies, practices, challenges, and opportunities.
10. Establishes internal communications channels as appropriate to support a robust and consistent messaging environment throughout the CCSD system that aligns with and extends CCSD's mission, vision, and strategic plan.
11. Leverages internal communications channels to support organizational change management initiatives as appropriate.
12. Facilitates and supports the effectiveness and efficiencies of communications efforts within CCSD schools, divisions, departments, and other areas.
13. Assists and advises schools and CCSD departments regarding internal and external strategic communication and marketing programs to support increased capacity of the organization to actively market programs and inform media outlets of school-based activities.
14. Directs and assists with writing, designing, producing, and/or distributing marketing materials and collateral items such as brochures, announcements,

- newsletters, presentations, white papers, booklets, flyers, agendas, website content, invitations, and multimedia programs.
15. Designs templates for schools and departments to facilitate ease of creating marketing material while maintaining visual and brand consistency.
 16. Ensures successful application of CCSD brand and image standards by establishing a consistent “brand” and image strategy for CCSD, supporting and expanding the brand throughout available channels to promote CCSD interests and ensuring public awareness of the success of CCSD.
 17. Provides proactive and strategic media relations, marketing, and communications counsel for CCSD leadership, ensuring that potential public relations concerns and issues are identified and addressed.
 18. Establishes and coordinates a public relations campaign that leverages CCSD’s position as an education leader in the state/nation to enhance the stature, visibility, and presence of the school district and its team members in the community to support the positive image of the Board of School Trustees.
 19. Develops and implements crisis communication plans to effectively respond to emergency situations, to ensure target audiences are reached through appropriate venues, and to inform the media.
 20. Generates awareness and support across the diverse stakeholder communities for CCSD’s innovations, transformational strategies, and evolving educational and business practices.
 21. Establishes feedback and monitoring mechanisms to measure and track the status of CCSD’s image throughout stakeholder communities.
 22. Develops and prepares the annual preliminary budget for communication, media relations, and marketing; analyzes and reviews budgetary and financial data; controls and authorizes expenditures; and analyzes outcomes to determine the positive return on investment.
 23. Directs the preparation and maintenance of a variety of narrative and statistical reports, records, and files related to media relations, personnel, and assigned duties.
 24. Ensures department activities comply with established laws, codes, regulations, policies, and procedures.
 25. Supervises and evaluates the performance of assigned staff.
 26. Perform other duties related to the position, as assigned.
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Position Expectations

1. Knowledge of public relations practices, procedures, techniques, and terminology.

2. Knowledge of educational needs, goals, and objectives of CCSD.
 3. Knowledge of proactive strategies to support communications surrounding new, existing, or potential circumstances impacting CCSD.
 4. Knowledge of principles, practices, and basic understanding of effective communications, media relations, and marketing to support an aligned vision and a positive relationship with the media and press.
 5. Knowledge of CCSD organization, operations, policies, and objectives.
 6. Knowledge of policies and objectives of assigned programs and activities.
 7. Possess superior writing, editing, verbal, and interpersonal skills, especially in communicating complex policies and practices to varied audiences.
 8. Possess personal characteristics, including but not limited to, poise, perspective, integrity, flexibility, professional demeanor, and personal appearance necessary for success as an administrator in CCSD.
 9. Ability to meet with media and press outlets and establish open lines of communication; represent CCSD as the spokesperson, promote CCSD's educational priorities, and communicate educational needs.
 10. Ability to interpret, apply, and explain rules, regulations, policies, and procedures.
 11. Ability to establish and maintain cooperative and effective working relationships with others.
 12. Ability to analyze situations accurately and adopt an effective course of action.
 13. Ability to prepare comprehensive narrative and statistical reports.
 14. Demonstrated ability to maintain a high level of initiative.
 15. Ability to work cooperatively with the media, Clark County School District Board of School Trustees, and all level of CCSD employees, students, community partners, and the public.
 16. Ability to exemplify integrity, candor, and high ethical conduct.
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Position Requirements

Education and Training

An earned bachelor's degree from an accredited college or university in communications, journalism, marketing, public relations, English, public administration, or related field.

Licenses and Certifications

1. A valid driver's license that allows the applicant/employee to legally operate a motor vehicle in Nevada.

Experience

1. Satisfactory service in corresponding or related positions; or, Five (5) years of successful supervisory experience related to the administrative position.
2. Ten (10) years of increasingly responsible private or public experience and demonstrated capabilities in the fields of media relations, marketing, and communications. *Five (5) years of the required ten (10) years of experience must be in an administrative/managerial capacity.*
3. Thorough knowledge and experience with the principles and practices of media relations, marketing, and journalism.

Preferred Qualifications

1. An earned master's degree from an accredited college or university in education, public administration, or related field.
2. Seven (7) years of increasingly responsible experience with demonstrated capabilities in the fields of media relations, marketing, and communications.
3. Familiarity with urban education issues.
4. Second language fluency.

When applying for an administrative position, candidates must meet the minimum qualifications as listed on the appropriate position vacancy announcement.

AA/EOE Statement

The Clark County School District is proud to be an equal opportunity employer. The Clark County School District is committed to providing all applicants and employees equal employment opportunities without regard to race, color, religion, sex, gender identity or expression, sexual orientation, national origin, genetics, disability, age, military status, or other characteristics protected by applicable law. Here at Clark County School District, we are a diverse group of people who honor the differences that drive innovative solutions to meet the needs of our students and employees. We believe that through a culture of inclusivity, we have the power to reflect the community we serve.

Job Revision Information

- Revised: 06/17/25
- Created: 07/08/19