

**FRESNO UNIFIED SCHOOL DISTRICT**  
**Position Description**

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<b>TITLE:</b>	Chief Information Officer	<b>REPORTS TO:</b>	Superintendent
<b>DEPARTMENT:</b>	Superintendent's Office	<b>CLASSIFICATION:</b>	Management
<b>FLSA:</b>	Exempt	<b>WORK YEAR:</b>	Varies
<b>BOARD APPROVAL:</b>	July 28, 2010	<b>SALARY:</b>	Negotiable

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**BASIC FUNCTIONS:**

Accountable for improving student achievement for all students with special attention on English Learners and Special Education students through the effective management of assigned areas; work directly with the Superintendent to plan, organize and direct a highly visible and proactive program of public relations and communications extending to the District's employees, families, and community to ensure timely delivery of high quality services; supervise and evaluate the performance of assigned personnel and provide clear, constructive feedback to improve staff effectiveness.

**REPRESENTATIVE DUTIES: (Incumbents may perform any combination of the essential functions shown below (E). This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification, but is intended to accurately reflect the principal job elements.)**

Accountable for improving student achievement for all students with special attention on improving student achievement of English Learners and Special Education Students through the effective management of assigned areas; value risk taking and innovation in support of performance improvements throughout the District. *E*

Work directly with the Superintendent to plan, organize and direct a highly visible and proactive program of public relations and communications extending to the District's employees, families, and community to ensure timely delivery of high quality services in support of student achievement. *E*

Participate in the development of goals and objectives for an assigned area in support of educating students at a high level to achieve their personal best; make recommendations for changes and improvements; implement approved changes and monitor work activities to ensure compliance with in established guidelines. *E*

Facilitate cooperative relationships with other city, county, and state organizations to project a positive image of the District and to coordinate interagency efforts within Fresno and the District. *E*

Provide leadership and supervision to the District's families and Community Engagement Network; initiate and maintain communications with the non-English speaking media and the populations they represent. *E*

Supervise and evaluate the performance of assigned personnel on a regular basis and provide clear, constructive feedback to improve staff effectiveness; interview and select highly qualified employees and recommend transfers, reassignment, termination and disciplinary actions; plan, coordinate and arrange for appropriate training of staff in support of professional learning. *E*

Develop and implement the District's strategic plan for community relations, interagency collaboration, internal communication systems, and families and community engagement; manage the District's strategic plan for communications/public relations and provide annual review and up-date. *E*

Develop and maintain a proactive communications program with the public, District staff, and media; coordinate and conduct media and editorial Board briefings and press conferences; serve as spokesperson for the Board of Education and the Superintendent in contacts with the media and a wide variety of public and private organizations ensuring the credibility and integrity of the District. *E*

Coordinate public information relative to new or developing programs; write or review articles and statements; advise District administrators and other personnel on public-relations aspects of such programs. *E*

Consult with and advise the Superintendent and others on the most effective means of communicating to the public and the staff on matters of particular interest and sensitivity to ensure understanding. *E*

Perform research, compile data and write reports and speeches for the Superintendent and others; develop and conduct strategies for the school, division and District-level communications programs for families, public, and staff. *E*

Plan, organize, and implement strategic short-term and long-term programs and activities designed to develop assigned programs and services. *E*

Provide training for the Board, site administrators and other staff members regarding relations with news media. *E*

Serve as a member of the Superintendent's Executive Committee; gather information and inform the Superintendent and others on emerging situations; and serve as media liaison among the Superintendent, Board members, and District staff; represent the District or the Superintendent at meetings, host important visitors, and consult with and assist media personnel regarding special projects or programs. *E*

Provide for contacts and immediate responsiveness to emergencies at all times including receiving and assessing information, cooperating with news media and others, and informing appropriate District personnel. *E*

Coordinate and distribute information to District administrators, employees, the public, and media regarding the District's programs, policies, events, efforts, and related District information including District master calendar, parent notification handbooks, etc. *E*

Establish means of communication with District employees; maintain the District's communications through the web site. *E*

Coordinate marketing communications activities for the District, such as: special promotions, events for the public, marketing and public relations. *E*

Perform related duties as assigned.

**TRAINING, EDUCATION, AND EXPERIENCE:**

Any combination equivalent to: bachelor's degree in journalism, communications, broadcasting, media, human relations, and/or marketing and public relations; five years of recent administrative experience or consulting experience primarily in media and communications with at least three years of the experience in communications-media relationships preferably involving programs or services regarding major public interest or public education issues.

**LICENSES AND OTHER REQUIREMENTS:**

Valid California driver's license.

**KNOWLEDGE AND ABILITIES:**

KNOWLEDGE OF:

Communications media and their most effective uses, including print, radio and television.

Appropriate media contacts regarding given issues and circumstances.

Principles of psychology applicable to communications.

Accurate budget preparation and control.  
Regulations and procedures related to assigned areas of responsibility.  
Oral and written communication skills.  
Principles and practices of administration, supervision, and training.  
Applicable laws, codes, regulations, policies, and procedures.  
Interpersonal skills using tact, patience and courtesy.  
Marketing practices.  
Web page development, use, and maintenance.  
Operation of a computer to enter data, create documents and generate reports.  
Labor Relations law and employee contracts.  
District organization, operations, policies, objectives and goals.

**ABILITY TO:**

Blend analysis, knowledge, and insight to effectively assess and employ information to enhance personal and organizational performance.  
Create competitive and breakthrough strategies and plans to take full advantage of the changing environment.  
Dispense corrective feedback in a manner that inspires accountability among colleagues and direct reports.  
Plan, organize and direct a highly visible and proactive public relations and communications program.  
Present information regarding District programs in a proactive, complete and media-sensitive way.  
Develop, establish and maintain cooperative and effective relationships with a diverse range of personnel from the news media, community leaders, administrators, and all others contacted in the course of work.  
Develop effective media communications strategies for all communities including the diverse cultural and other language speaking communities of the District.  
Train and evaluate the performance of assigned staff.  
Communicate, understand and follow both oral and written directions.  
Interpret, comprehend, apply and explain rules, regulations, policies and procedures.  
Maintain current knowledge of applicable provisions of federal, State, and District rules, laws, regulations, and procedures.  
Work confidentially with discretion.  
Work independently with little direction and many interruptions.  
Operate a computer and assigned office equipment.  
Plan and organize work to meet schedules and time lines.  
Write clear, concise reports, articles, and speeches in easily understood language.  
Direct the maintenance of a variety of reports and files related to assigned activities.  
Train administrators and others in communications strategies.  
Analyze legislation accurately and adopt an effective course of action.  
Demonstrate leadership to all stakeholders by inspiring, collaborating and motivating others to reach a common goal.  
Ability to translate theory into action.  
Demonstrate loyalty and high ethical standards.  
Manage change and design an effective system of reporting progress and monitoring results.  
Negotiate skillfully in difficult situations and create solutions to promote compromise.  
Think outside the box and develop new methods or solutions inspiring others to reach a common goal  
Communicate using patience and courtesy in a manner that reflects positively on the organization.  
Actively participate in meeting District goals and outcomes  
Apply integrity and trust in all situations.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Office environment; drive a vehicle to conduct work; contact with dissatisfied individuals; fast-paced work, constant interruptions.

**PHYSICAL ABILITIES:**

With reasonable accommodations, if necessary, sitting for extended periods of time; dexterity to operate a computer and other office equipment; reaching overhead, above the shoulders and horizontally, bending at the waist, and kneeling or crouching to retrieve files from cabinets and shelves; hearing and speaking to

exchange information and make presentation; seeing to read various documents related to assigned duties; lifting heavy books and case files.

Fresno Unified School District is an Equal Opportunity Employer and reasonable accommodations are made under the Americans with Disability Act as required by law.

***E=Essential Functions***