



Job Announcement  
**Chief Communication Officer**

Sacramento City Unified School District

Annual Salary: \$139,602.00-\$175,079.00 +Benefits+Vacation+Sick Leave

Provide leadership and direction for the district's public relations and marketing programs, cable television operation, media relations, employee communications, and corporate and governmental relations on a local, state, and national basis. Serve as public relations counsel to the Superintendent, Superintendent's Cabinet, and Executive Staff, and serve as a liaison between the press/media and the district. Communicate the district's vision, mission, goals, objectives, results, and challenges to parents and the community.

Plan, develop, and maintain effective processes and channels of communication with internal and external audiences. 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. Develop and maintain brand image, positioning, and messaging for SCUSD.

[https://www.scusd.edu/sites/main/files/file-attachments/chief\\_communications\\_officer\\_final\\_2.11.152.pdf](https://www.scusd.edu/sites/main/files/file-attachments/chief_communications_officer_final_2.11.152.pdf)

**TRAINING, EDUCATION, AND EXPERIENCE:** Any combination equivalent to: Bachelor's degree in communications, English, public relations, journalism, marketing, or related field, and seven years' experience in public relations and marketing management strategy development. Master's degree or equivalent experience and professional development in communications, marketing, public policy administration, or related field preferred.

**Application Deadline: January 5, 2020**

<https://www.edjoin.org/Home/Jobs?stateID=24&countyID=34&districtID=583>

Contact: Monica Garland, 916-643-7452