



POSITION TITLE:	Chief Communication Officer
FLSA:	EXEMPT
REMOTE:	IN-PERSON
MEDICAID:	YES
CREATED DATE:	10/2022
REVISION DATE:	7/2024

POSITION SUMMARY

The Chief Communications Officer (CCO) develops and implements communication strategies that align with the agency's goals and mission. As the CEO's/agency's chief spokesperson for media relations, the CCO represents the agency's objectives and mission to the public, stakeholders, policymakers, and community leaders. The CCO will closely collaborate with the executive leadership team, internal and external stakeholders, and the Board of Directors to advance the agency's impact and outreach efforts.

The CCO provides strategic, comprehensive, and proactive communication strategies and planning, media relations, advocacy and policy work, marketing, and news analysis. They provide consultation on communications issues to the executive leadership team and oversee internal communications to keep employees informed and engaged. The CCO also manages the agency's online presence, creates various media content types, and ensures brand consistency across all channels. Additionally, they track the effectiveness of these strategies through monitoring and analytics, adjusting as needed based on feedback and data.

Given CSS's culture of philanthropy, the Chief Communications Officer collaborates closely with the Chief Development Officer, ensuring consistent messaging for donors, staff, and the broader community. This role necessitates a strong understanding of development and fundraising, recognizing the overlaps between these two departments. It also requires a steadfast commitment to CSS's core values of dignity, respect for all individuals, and dedicated service to our community's vulnerable populations.

ABOUT US

CSS is a Catholic human and social services agency and behavioral health care provider that welcomes people of all faiths through its programs and employment. We provide help for our Alaskan neighbors through a variety of supportive service programs, including emergency shelter, food stability, housing, case management, and refugee assistance. CSS empowers individuals and families on their path to permanent stability, creating thriving communities for all. Located in Anchorage, Alaska, CSS is a nationally accredited organization through the Council on Accreditation (COA), which recognizes that CSS provides high quality services that meet best practice standards in the social service field.

Mission: We compassionately serve those in need, strengthen individuals and families, and advocate for the common good.

Vision: All Individuals and Families are Flourishing.

Impact Statement: Catholic Social Services empowers individuals and families on their path to permanent stability, creating thriving communities for all.

Guiding Principles: - Catholic Social Teachings - Reverence for humanity - Striving for excellence - Empowering personal fulfillment - Strengthening through collaboration –

ABOUT OUR PROGRAM/DEPARTMENT

The communications team has the great privilege of sharing the stories of our community and engaging our community partners. With a focus on ethical storytelling and community engagement, we share the perspectives and experiences of our neighbors and create opportunities for our neighbors to engage in programs and partner together to help those in need.

Your work on our team has the potential to build understanding, enact change, and create a more prosperous community for all who call Anchorage home.

In this role, you'll have the opportunity to lead this creative and compassionate team of professionals, while also working with an experienced and driven leadership team.

REQUIRED COMPETENCIES

Mission Orientation: Demonstrates a deep commitment and support for CSS's mission, ensuring all actions and decisions align with its goals and values. Prioritizes activities that directly contribute to achieving the mission, makes strategic decisions that advance it, and consistently communicates the mission to ensure everyone is aligned and motivated.

Leadership: Inspire and guide individuals and teams toward common objectives through effective communication, empowerment, and strategic decision-making. Foster a culture of collaboration and accountability. Addresses and resolves conflict in a constructive manner.

Integrity: Demonstrates honesty and ethical principles. Integrates CSS's values through the department and organizational policy. Committed to doing what is right, not what is easy. Does what they say they will do. Demonstrates honesty, fairness, and ethical behavior in all actions and decisions, building trust and credibility.

Diversity: Demonstrates cultural competence and sensitivity with diverse groups across lines of race, ethnicity, religion, gender, socio-economic group, sexual orientation, and other identifiers. Values diversity, equity, inclusion, and belonging and inspires staff to do the same.

Communication: Shares information. Listens and involves others. Clearly conveys ideas in a manner that engages others and helps them understand and retain the message. Actively listens, expresses ideas and information clearly verbally and in writing, and adapts communication styles to different audiences. Fosters an environment of open dialogue, transparency, and understanding. Promotes collaboration and trust among employees and leadership.

Accountability: Takes ownership for delivering on commitments; owns mistakes and uses them as opportunities for learning and development; openly discusses his/her actions and their consequences both good and bad; has an ability to identify strengths and developmental opportunities and leverages insight to adjust to improve their effectiveness; courage to have difficult conversations.

Change Management: Accepts and adapts to change in a professionally appropriate and thoughtful manner. Is willing to offer a different perspective or approach and yet knows when and how to stand down graciously and accept a well-thought-out decision. Embraces change. Comfortable with ambiguity. Leads and manages organizational change effectively, ensuring smooth transitions and employee buy-in.

Confidentiality: Maintains the highest level of confidentiality regarding CSS's records and information. Appropriately uses internal confidential information for business purposes only.

Decision Making/Judgment: Approaches problems and decisions methodically and objectively; involves others as needed; uses sound judgment in making decisions and understanding the impact to themselves,

customers, their team, and the organization; conducts the appropriate analysis to identify the symptoms and root cause of issues; makes timely decisions.

Delivering High Quality Work: Makes sure responsibilities central to the role meet all requirements and expectations. Finishes tasks promptly and critically reviews work to ensure quality and accuracy. Considers impact of work to others and takes steps to mitigate.

Results Orientation: Is focused on outcomes and accomplishments; follows through on commitments; can be counted upon to successfully execute on goals; motivated by achievement and a need for closure; has an attention to detail and is both efficient and effective in achieving a high level of measurable outcomes; persists in achieving goals despite obstacles.

Business Acumen: Understands how their functional areas key responsibilities align with CSS's strategic plan and organizational goals. Able to analyze and present data, develop performance metrics, comprehend financial implications of department and operational decisions, and proactively develop solutions.

Teamwork: Interacts with people effectively. Encourages and respects the input of all team members. Communicates openly and honestly. Cooperates within the team and across the agency. Supports group decisions and puts group goals ahead of personal goals.

Performance Management: Creates meaningful performance standards and Performance Quality Indicators in partnership with their teams. Sets clear expectations for the performance of programs, departments, and people. Defines and communicates specific, measurable, achievable, relevant, and time-bound (SMART) goals for employees and programs.

Data Analysis: Leads the collection of relevant data, analyzes performance metrics, and presents findings. Focuses on achieving mission driven outcomes, uses data to drive decisions, and transparently shares department or program performance metrics on a regular basis. Interprets data and conveys insights to stakeholders. Tracks, assesses, and shares program data to inform decision making, demonstrate success, and identify areas for improvement.

RESPONSIBILITIES:

Leadership

- Serve as chief communication strategist on CSS initiatives, goals, and priorities with focus on forward-looking message and communications planning.
- Communicate and represent the agency's vision and perspective internally and to the general public/community.
- Lead strong, vision-focused, service-oriented team of professionals across all aspects of media, internal and external communications, multi-cultural outreach, web design and communications and marketing.
- Manage the Leadership Team's public communications and the agency's brand through well-developed internal communications, public affairs, crisis communications and marketing plan and strategy.
- Develop, direct, and evaluate the agency'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 CSS and the community.
- 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 CSS as needed.
- Serve as the CEO's representative and liaison to community leaders and groups.

Administration and Management

- Develop and monitor program's annual objectives, performance measures, and budgets
- Plan, develop, and maintain effective processes and channels of communication with internal and external audiences
- Develop communication strategies, tactics, and action plans for all major CSS initiatives, and serve as a public relations consultant.
- Work collaboratively with leadership, staff members, and community volunteers in planning/developing public relations programs and strategies for both one-way and two-way communications with diverse constituents
- Manage the operations of the Communications Department, with direct responsibility for department personnel, budget, materials, and equipment
- 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
- Provide appropriate professional development opportunities for department managers/directors
- Knowledge of Public Relations and Communications best practices and strategies
- Knowledge of Alaska's media landscape
- Knowledge of local, state, and federal policy regarding shelters, homelessness, housing, food insecurity, and refugee resettlement

Media Relations

- Lead the development and delivery of news to broadcast, print, and online media to create media coverage as needed.
- Serve as a liaison between CSS and the media, and serve as the Agency's chief spokesperson, handling sensitive and controversial issues.
- Develop, coordinate, and monitor the crisis communication plan and implementation.
- Organize press conferences and the release of information to the media and the public.
- Develop and maintain working relationships with community leaders, organizations, and members of the media.

Fundraising

- Support fundraising efforts through communication plans and strategies
- Lend insight and support to fundraising plans and initiatives

Public Engagement

- Make the community aware of CSS's needs and goals.
- Develop processes and systems for garnering public input and support on key initiatives and issues.
- Communicate to the public the rationale for CSS decisions.

Marketing/Communications

- Create and implement a marketing program that enhances CSS's image in the eye of the public and elected officials, as well as the corporate and grant community, with a recognizable "brand" reflective CSS on an upward trajectory
- Develop and maintain brand image, positioning, and messaging for CSS; develop and maintain image and identity standards for OUSD.

- Secure the development of public opinion polls, and solicit feedback from CSS community members through formal and informal means regarding CSS initiatives, programs, and decisions
- Provide analysis of results, and recommend public relations/marketing strategies and tactics
- Manage the development and production of CSS marketing communications, including print and electronic publications, collateral materials, presentations, website content, social networking sites such as Twitter and Facebook, new media productions, advertising, media relations, and television broadcasts for staff and the community
- Build capacity of CSS programs in communications by providing training on a variety of topics, including public engagement, marketing, and media.

Advocacy/Public Policy

- Keeps current on local, state, and federal legislation and funding opportunities
- Builds relationships and conducts outreach to elected officials
- Promotes CSS Advocacy Priorities
- Identifies policy reform opportunities with the support of subject matter expert staff and proposes to appropriate groups or people

Employee Communications

- Develop overall strategy and plan for CSS employee communications
- Coach and facilitate the work of Executive Staff, directors, and program managers in communicating more effectively with employees
- Communicate to staff the rationale for CEO and leadership decisions

Internal and External Audience

- Communicate and collaborate with the CEO, leadership team and other CSS personnel to coordinate activities and programs, resolve issues and conflicts, and exchange information; model CSS's standards of ethics and professionalism
- Communicate and collaborate with the media (local, state, and national), business leaders, CSS donors and business partners, Chamber of Commerce, elected officials, government leaders, community/faith leaders, to coordinate activities and programs, resolve issues and conflicts, and exchange information
- Perform related duties as assigned.

Performs other duties as assigned.

QUALIFICATIONS:

Minimum Qualifications:

Education: Bachelor's degree in communications, public relations, journalism, marketing, or related field required. Master's degree preferred.

Experience: Five years of accomplished strategic communications experience, at least three of which must be in a leadership position.

Preferred Qualifications:

Experience at a nonprofit or public agency or with a large, complex organization. Experience working proactively with media, establishing influential productive working relationships. Experience functioning successfully as a communications strategist and spokesperson in a politically charged environment. Direct experience working with nonprofit boards preferred.

Certifications: Accreditation in Public Relations preferred

WORK ENVIRONMENT

Rarely = 0 to 15% of the job.	Occasionally = 16 to 45%.	Frequently = 46 to 100%.
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Work environment: Work is performed in a standard indoor office environment. Occasional lifting of up to 25 pounds. Frequently sitting or standing at a desk for several hours at a time.

Travel: Occasionally - Travel out of Alaska is rare. Occasional travel within Anchorage is required.

Location: 4600 Debarr, Anchorage Alaska, 99508

_____ / _____	_____	_____
<i>Employee Name</i>	<i>Employee Signature</i>	<i>Date</i>
_____ / _____	_____	_____
<i>Supervisor Name</i>	<i>Supervisor Signature</i>	<i>Date</i>