



Core Service: External Communications and Information

- Maintain and provide digital strategy for Cincinnati Public Schools' website and all school websites
- Maintain CPS mobile app and message notifications
- Engage through CPS social media platforms
- Strategize media relations
- Lead school communications including closures for severe weather or other circumstances, and student-centered communication
- Fulfill public records requests
- Circulate e-newsletter delivering CPS' good news to the community
- Ensure compliance with federal Section 508 standards for keeping digital communication platforms accessible for people with disabilities

Core Service: Parent and Family Engagement

- Support and sustain parent organizations in all CPS school communities
- Develop and implement the District Family Engagement Plan
- Coordinate Title I school-parent involvement to ensure federal compliance and high standards for outreach
- Volunteer tutoring training and recruitment
- Lead Parent Ambassadors

Core Service: CPS Marketing, Branding and Events

- Maintain the CPS brand —
CPS: Preparing Students for Life
- Develop and deploy student enrollment marketing campaigns, including: Magnet Lottery; High School Lottery; Open Enrollment Lottery; Preschool; Kindergarten; Neighborhood Schools; Vision 2020; My Tomorrow
- Maintain the *I am CPS* blog
- Produce Board meeting presentations
- Produce speeches and presentations for Superintendent and other senior leaders
- Sponsor the annual Retirees Recognition Event
- Sponsor the annual Valedictorian and Salutatorian Recognition Event
- Brand Design development for all engagement touchpoints

Core Service: Student Engagement

- Support the Board's Student Voice initiative
- Lead the Girls to Women Leadership Collaborative
- Lead the M.O.R.E. Leadership Collaborative (young men)

Communications and Engagement (continued)

Core Service: Customer Service

- Handle response to and resolution of customer concerns
- Respond to bullying reports and assist in resolving issues
- Manage requests for graduation verifications and inactive student records
- Manage student records from closed charter schools
- Operate the CPS switchboard

Core Service: Community Partnerships

- Partner with Lead Agencies to sustain our Community Learning Centers (CLC)
- Maintain and develop over 800 community partnerships
- Support School Resource Coordinators
- Support and sustain Local School Decision Making Committees (LSDMCs) in all school communities
- Provide professional development training for CLC partners, School Resource Coordinators, volunteer tutors, and after-school providers
- Manage CLC Tableau Dashboard
- Lead community stakeholder outreach initiatives
- Represent CPS on numerous community boards and committees
- Create Location Agreements between CPS and companies wanting to use district property in movies, commercials, videos, etc.

Core Service: Application, Registration and Enrollment

- Manage application, registration and enrollment processes and policies for CPS schools
- Manage the Magnet School online lottery process and procedures
- Manage the High School online lottery process and procedures
- Manage the Open Enrollment online lottery process and procedures
- Manage private, charter and parochial enrollments and verifications

Core Service: Publications

- Publish (writing and editing, graphic design) a number of District publications including:
 - Student Support Guide/Code of Conduct
 - Parent Calendar
 - Staff Calendar
 - High School Guide
 - Magnet School Guide
 - District Snapshot
 - Back-to-School Packets
- Design and production of materials for internal and external events