

Exhibit 1
School Board Agenda Item
September 18, 2018
Executive Summary

Proposed New Job Description for the Director, Mass Media and Community Relations Position

Background: This item is being recommended for School Board **approval** to meet requirements for new job description.

Position Title: **Director, Mass Media and Community Relations**

Division/Department: **Public Information**

Salary Band: **D** Range: **\$84,651 - \$119, 838 - \$152,910**

Salary Schedule: **ESMAB Salary Schedule**

Recommended Policy Status: Chart Job Description – **First** Reading

Rationale: The job description for Director, Mass Media and Community Relations has been created in conjunction with the Board approved 2018 - 2019 Organizational Chart (adopted on 5/22/2018), and in support of the Division of Public Information. This is a critical position that is responsible for developing and maintaining a public relations program for Broward County Public Schools, which will promote a well-informed public and positive public relations. The job description defines the performance responsibilities and the minimum education and experience required to perform successfully in the job.

An evaluation of the job description was conducted to determine the salary band assignment of D on the ESMAB salary structure.

As part of the process to create and edit job descriptions, Compensation provides the designated Bargaining Unit or Meet and Confer Representative with a copy of the new or revised job description prior to the First Reading. Any feedback received from the Representative is reviewed for consideration and, where applicable, incorporated as part of the job description. The Representative for ESMAB was provided a copy of the job description via e-mail on August 27, 2018. Additional feedback was not received prior to submission of this document for approval.

The creation of this job description represents no additional financial impact to the District. There is one Board approved position associated with this job description, which is currently vacant. The cost associated with staffing this position ranges from \$107,934 to \$188,329, which reflects the salary range minimum and maximum values and fringe expense (17.78% variable + \$8,232 fixed). Note that actual incumbent salary will be determined at time of hire, upon approval of the School Board, and will reflect the candidate's job qualifications, the Employment & Salary Administration Handbook provisions, and pay analysis conducted by Human Resources.