



THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA
JOB DESCRIPTION

POSITION TITLE: Specialist, ~~Public Affairs~~ Communications
JOB CODE: RR-052
CLASSIFICATION: Exempt
PAY GRADE: 25
BARGAINING UNIT: BTU-TSP
REPORTS TO: Director, Marketing & Strategic Communications
CONTRACT YEAR: Twelve Months

~~POSITION GOAL: To assist in developing and maintaining a public information program for the Broward County School System which will promote a well-informed public and positive public relations.~~

To assist in developing and implementing strategic communications programs and activities that support the District's educational goals and ensure public awareness of the success of Broward County Public Schools.

ESSENTIAL PERFORMANCE RESPONSIBILITIES:

The Specialist, Public Affairs Communications shall carry out the essential performance responsibilities listed below:

- ~~Supervise the work of employees staff~~ as assigned in the performance of job duties.
- ~~conceive~~ Conceive, implement, and evaluate public relations strategic communications programs, which promote positive reactions to Broward County Public Schools policies, programs, and operations.
- ~~work with local, state and national news media to promote positive district activities and programs.~~
- ~~deal efficiently and effectively with crisis situations.~~
- ~~Coordinate items in~~ Coordinate the development of strategic communications programs, publications, and collaborative working arrangements aimed at keeping all stakeholders well informed about school related issues and enhancing the public image of the Broward County Public Schools.
- ~~assist~~ Assist and advise schools and district District departments regarding all internal and external communications issues and strategic communications programs.
- ~~facilitate~~ Facilitate the dissemination of information between the ~~school district~~ District and the community (all stakeholders) via the establishment and continued enhancement of electronic information delivery systems.
- ~~work, as directed by the Director, Marketing & Communications, with community organizations, businesses, and chambers of commerce on public relations campaigns aimed at keeping all stakeholders well informed about school related issues and enhancing the public image of the Broward County School System.~~
- ~~develop~~ Develop publications of an informational nature for internal and external audiences.
- Write compelling and relevant articles, news releases, presentations, templates and talking points.
- Assist with writing, designing, producing and/or distributing marketing materials and collateral items, such as brochures, announcements, newsletters, presentations, articles, white papers, booklets, flyers, agendas, website content, invitations and multi-media programs.
- Provide support to measure the efficiency and effectiveness of strategic communications programs.
- ~~coordinate a clearinghouse for commonly requested information about the school system.~~
- ~~assist in the organization, training, and coordination of the activities of the District Advisory Council (DAC) and parent/community support groups.~~
- ~~inform~~ Inform the various segments of the community of proposed District actions, ~~of the school district~~ which might affect them.
- Support the use of broadcast, internet, intranet and other mass media, new and social media, and next generation communication channels to support consistent information, messaging, and branding activities throughout the District.
- Support efforts to secure maximum media exposure for all important accomplishments and newsworthy events.
- ~~perform~~ Perform and promote all activities in compliance with the equal employment and non-discrimination policies of The School Board of Broward County, Florida.

- ~~Participate successfully~~ Participate in the training programs offered to ~~increase~~ enhance the ~~individual's skill~~ individual skills and proficiency related to the ~~assignments~~ job responsibilities.
- ~~review~~ Review current developments, literature and technical sources of information related to ~~job responsibility~~ responsibilities.
- ~~ensure~~ Ensure adherence to ~~good~~ safety rules and procedures.
- ~~follow~~ Follow federal and state laws, as well as School Board policies.
- ~~perform~~ Perform other duties as assigned by the ~~Director, Marketing & Communications~~ immediate supervisor, or designee.

MINIMUM QUALIFICATIONS & EXPERIENCE:

- An earned bachelor's degree from an accredited institution.
- A minimum of five (5) years, within the last seven (7) years, of experience and/or training in the field related to the title of the position.
- Computer skills as required for the position.

PREFERRED QUALIFICATIONS & EXPERIENCE:

- An earned master's degree from an accredited institution.
- ~~Preferred degree~~ Degree majors include communications/media, journalism, public relations, ~~Business Administration~~ (Marketing) business administration (marketing) or a related area.
- Bilingual skills preferred.

SIGNIFICANT CONTACTS – frequency, contact, purpose, and desired end result:

Proactively works with senior leaders, department staff, the community, parents and local agencies to develop a positive public relations program for the District.

PHYSICAL REQUIREMENTS:

Light work: Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or up to 10 pounds of force as needed to move objects.

TERMS OF EMPLOYMENT:

Salary and benefits shall be paid consistent with the District's approved compensation plan. Length of the work year and hours of employment shall be those established by the School Board.

EVALUATION:

Performance will be evaluated in accordance with Board Policy.

Board Approved: 3/21/85

& Adopted: 4/15/85

Item G-7: 11/6/86

Realignment: 4/13/89

Retitled: 4/12/94

Realigned: 4/11/95

Revised: 7/16/96

& Adopted: 8/20/96

Revised: 5/4/99

Adopted: 5/18/99

Realignment: 5/9/00

Revised: 7/15/2003 &

Adopted: 8/19/2003

Board Adopted: 12/16/03*

Reporting Relationship Changed: 7/1/04

Reporting Change Adopted: 07/25/11

Revised: 10/25/2012

Organizational Chart: 2012-2013