



THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA  
JOB DESCRIPTION

**POSITION TITLE:** Specialist, Mass Media  
**JOB CODE:** New  
**CLASSIFICATION:** Exempt  
**PAY GRADE:** 25  
**BARGAINING UNIT:** BTU-TSP  
**REPORTS TO:** Director, Mass Media and Community Relations  
**CONTRACT YEAR:** Twelve Months

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**POSITION GOAL:** To assist in developing and maintaining a public relations program for Broward County Public Schools, which will promote a well-informed public and positive public relations.

**ESSENTIAL PERFORMANCE RESPONSIBILITIES:**

The Specialist, Mass Media shall carry out the essential performance responsibilities listed below.

- Supervise staff as assigned in the performance of job duties.
- Deal efficiently and effectively with crisis situations, issues management, and public and media relations.
- Serve as a District media liaison in both positive and adverse media situations, including developing messaging and talking points for media interviews, and participating in and monitoring interviews with approved subject matter experts.
- Develop crisis communications for internal and external audiences, including preparation, training and response.
- Assist and advise schools and District departments regarding all public relations issues and programs.
- Secure maximum media exposure for all important accomplishments and newsworthy events.
- Work, as directed by the Director, Mass Media and Community Relations, with community organizations, businesses, and chambers of commerce on public relations programs aimed at keeping all stakeholders informed about schools and the District.
- Coordinate a clearinghouse of commonly requested information about the District and maintain content and information on various District channels, including the District's internal and external websites, social media channels and other communications tools.
- Create and implement public relations initiatives, campaigns and plans including development and placement of print, new and social media, email, online and public relations channels.
- Review media and social media monitoring results for trends and opportunities; recommend appropriate actions.
- Promote the positive reputation of Broward County Public Schools through localized initiatives by identifying, creating content/writing, and positioning positive stories about the District, and providing media and public relations support for District initiatives and programs.
- Support the development of communications programs, publications, and collaborative working arrangements aimed at keeping all stakeholders informed about school-related issues and enhancing the public image of Broward County Public Schools.
- Support the use of broadcast, internet, intranet and other mass media, new and social media, and next generation communication channels to support a positive image of the District.
- Perform and promote all activities in compliance with the equal employment and non-discrimination policies of The School Board of Broward County, Florida.
- Participate in the training programs offered to enhance the individual skills and proficiency related to the job responsibilities.
- Review current developments, literature and technical sources of information related to job responsibilities.
- Ensure adherence to safety rules and procedures.
- Follow federal and state laws, as well as School Board policies.
- Perform other duties as assigned by the 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.
- Degree majors include communications/media, journalism, public relations, or a related area.
- Bilingual skills.

**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.