

Exhibit 1
School Board Agenda Item
April 23, 2019
Executive Summary

Proposed **New** Job Description for the Specialist, Social Media Position

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

Position Title: **Specialist, Social Media**

Division/Department: **Public Information**

Pay Grade: 22 Range: **\$56,413 - \$80,779**

Salary Schedule: **BTU-TSP Salary Schedule**

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

Rationale: The job description for Specialist, Social Media has been created in conjunction with the Board approved 2018 - 2019 Organizational Chart (adopted on 5/22/2018). This is a critical position that is responsible for playing a key role in shaping the social media presence of Broward County Public Schools, including managing the overall social media presence, creating strategic policies, and establishing a governance model for the District's social media network. The Specialist, Social Media will also play a key role in managing engagement and interactivity with target audiences as well as promoting a positive image. 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, resulting in a pay grade assignment of 22 on the BTU-TSP 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 BTU-TSP was provided a copy of the job description via e-mail on April 11, 2019. Additional feedback was not received prior to submission of this document for approval.

Cost: The creation of this job description represents no additional financial impact to the District. There is one Board approved position in the 2018 - 2019 Organizational Chart associated with this job description and is currently vacant. The cost associated with staffing this position ranges from \$74,675 to \$103,374 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, BTU-TSP contract provisions, and pay analysis conducted by Human Resources.