



THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA  
JOB DESCRIPTION

**POSITION TITLE:** Specialist, Social Media  
**JOB CODE:** NEW  
**CLASSIFICATION:** Exempt  
**PAY GRADE:** 22  
**BARGAINING UNIT:** BTU-TSP  
**REPORTS TO:** Director, Mass Media & Community Relations  
**CONTRACT YEAR:** Twelve Months

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**POSITION GOAL:** The Specialist, Social Media will play a key role in shaping the social media presence of Broward County Public Schools, including managing the overall social media network, creating strategic policies, and establishing a governance model for the District's social media presence. 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.

**ESSENTIAL PERFORMANCE RESPONSIBILITIES:**

**The Specialist, Social Media shall carry out the performance responsibilities listed below:**

- Serve as the District's "internal reporter," highlighting program and events via social media and video.
- Manage, oversee and monitor the District's social media accounts on a daily basis, and provide analytics related to engagement.
- Provide ongoing training and technical support to staff assigned to maintain District social media accounts.
- Assist with the implementation of a crisis communication plan for the public, stakeholders and media when necessary.
- Receive, investigate, and answer questions or respond to conversations through public social media channels.
- Manage content creation and gathering via visits to schools and District classrooms, programs, and functions.
- Generate, manage, schedule and monitor compelling editorial content for each network as well as provide guidance to liaisons at various schools.
- Develop and monitor effective benchmarks for measuring the growth of the social media community and analyze, review, and report on effectiveness of new initiatives.
- Monitor trends in online community tools and applications.
- Manage vendor relationships for social media, online reputation, and directory listing services.
- 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 in communications, marketing, or a related field of study.
- A minimum of three (3) years, within the last five (5) years, of experience in social media management and marketing, including social media content and campaign creation and online reputation management.
- In-depth knowledge and understanding of online community platforms and social media tools, including Facebook, Facebook Live, Twitter, Instagram, Snapchat, etc.
- Advanced verbal, written and interpersonal communication skills.
- Demonstrated ability to work independently and multi-task effectively.
- Effective organizational and time management skills, with demonstrated attention to detail.

- Computer skills as required for the position, including proficiency in Microsoft Office, Adobe Creative Suite (Photoshop and Illustrator or InDesign).
- Experience working with third party vendors to develop standard operating procedures and creative asset workflow.

**PREFERRED QUALIFICATIONS & EXPERIENCE:**

- Degree major in communications, marketing, or related field.
- Prior experience in video recording, editing, and production.
- Prior experience in Editorial, Marketing, and Customer Service.
- Proficiency in Associated Press (AP) style formatting.

**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 social media program for the District.

**PHYSICAL REQUIREMENTS:**

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

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