

Exhibit 1  
School Board Agenda Item  
May 7, 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 revised copy of the job description via e-mail on April 30, 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.

See additional information, provided by the Chief, Public Information Office, in support of the request to approve this job description on the following page.

## RATIONALE: WHY THE PUBLIC INFORMATION OFFICE NEEDS ADDITIONAL STAFF

**Broward County Public Schools** is the **sixth-largest** school district in the nation and the **second-largest** in the state of Florida. The District has **more than 271,500 students and approximately 175,000** adult students in **234** schools, centers and technical colleges, and 88 charter schools. BCPS serves a diverse student population, representing **204** different countries and **191** different languages.

### THE PUBLIC INFORMATION OFFICE IS RESPONSIBLE FOR (PARTIAL LIST)

- Crisis communications
- Media relations
- Create news releases, media advisories, information updates
- Support departments and schools with communications and promotions e.g. School Choice, Back to School, Summer Programs, etc.
- Internal communications
- Branding
- District website
- District leadership messaging to stakeholders
- Videos
- Social Media
- Plan and hold news conferences, prepare supporting materials
- Support for District events i.e. Speeches, talking points, collateral, on-site support
- District publications
- On-site media coordination

### SITUATION

- Broward County Public Schools has been besieged by media interest and requests since February 14, 2018.
- The Public Information Office requires more bandwidth to respond to daily media inquiries, which impacts media relationships as well as our effectiveness at disseminating critical messages.
- We must also promote the many wonderful success stories, not only to the media, but to the entire community. Oftentimes, that effort requires pitching - then scheduling an on-camera interview and event coverage with a TV station. Times and locations must be coordinated. A trip to the school to be on-site during the event may also be required.
- We must provide better support our School Board members' communications to their local constituents.
- We must increase internal communications.
- We need to better support 234 schools and many departments with their communication needs.
- We must establish a more effective connection with our students (and millennial parents), who receive their information from social media.
- The District is being challenged every day to respond and participate with third parties in a variety of areas: hurricane preparedness, mental health services, heightened interest in school related incidents/events, increasing legislative regulation, and the list continues to grow. We are the face with the media and the community on those fronts.
- With the addition of Brian Katz, Chief, Safety, Security and Emergency Preparedness, there is additional media interest as well as communication requirements (posters, flyers) that we anticipate will increase.
- We want to increase our interaction with the advisory committees to better connect with parents.
- In addition to daily responsibilities, several major projects must be initiated and thoughtfully and strategically completed:
  - Crisis communication plan

- Branding campaign
- Strategic marketing campaign

## **CURRENT STAFF**

Kathy Koch, Chief, Public Information Office

- Provide leadership; responsible for setting the tone, orchestrating and driving the strategy by creating the vision and establishing the direction. All initiatives originate with Chief PIO, then collaboratively move to the director or manager to execute.
- Primary spokesperson for the District.
- Represent PIO at department meetings and community meetings; provide marketing plans, creative direction, ideas for community outreach, how to improve messaging and prepare those messages.
- Strengthen community relationships e.g. Broward County government, Broward Sheriff's Office, business organization that have partnerships with BCPS and want to increase participation
- Provide expertise and support while managing the diverse needs of the PIO department.

## **CURRENT MARKETING AND COMMUNICATIONS STRUCTURE**

- Director, Marketing & Strategic Communications (vacant as of 5/1) This individual currently oversees the marketing, community relations for the School District, as well as day-to-day public relations.
- Two (2) Communications Specialists  
Below the line:
- One (1) Community Relations Assistant
- Two (2) Webmasters
- One (1) Graphic Designers

With the current structure, it is virtually impossible for our team to respond to the daily challenges while at the same time be proactive and strategic. Because it may take three to four months to fill these positions, it is important to start now to have an impact on the next school year.

## **NEW POSITION REQUESTED: SOCIAL MEDIA SPECIALIST**

This hybrid position will dual report to the Media and Community Relations Manager and the Director, Marketing and Communications to fulfill social media to each discipline, as required. The pay rate was changed from 25 to 22.

The Social Media Specialist will:

- manage content on the District's main channels...but also act as a liaison with all 234 schools and District departments that have their own channels. Assuming the schools have more than one channel (e.g. Facebook, Instagram, YouTube), that means the District has hundreds of channels operating under its brand. That requires a full-time resource to offer guidance and oversight to make sure content managers are following best practices, and the channels are on brand, and on message.
- continuously monitor school and department social media channels, looking for good news to share across the District.
- be responsible for visiting schools, shooting photos and videos, and making sure there is someone at the school who is trained and ready to take pictures that can be shared along with the right messaging.
- be available to continuously monitor District channels for negative or problematic remarks or content and bring them immediately to the attention of the Chief PIO so the issue can be addressed quickly before it goes viral.
- collaborate with BECON to expand real-time live coverage of District events via Facebook Live or other platforms.

## **COMPARISONS**

**Miami Dade Public Schools Office of Communication (organizational chart attached)**

1 Director, 3 Executive Directors, 1 General Manager (WLRN)

There are 19 staff members (excluding WLRN) under the Chief Communications Officer

- 4 News Media Relations
- 5 Strategic Educational Marketing
- 2 Internal Communications
- 3 Spanish Translation Services
- 3 Haitian Affairs & Media
- 2 Citizen Information Center

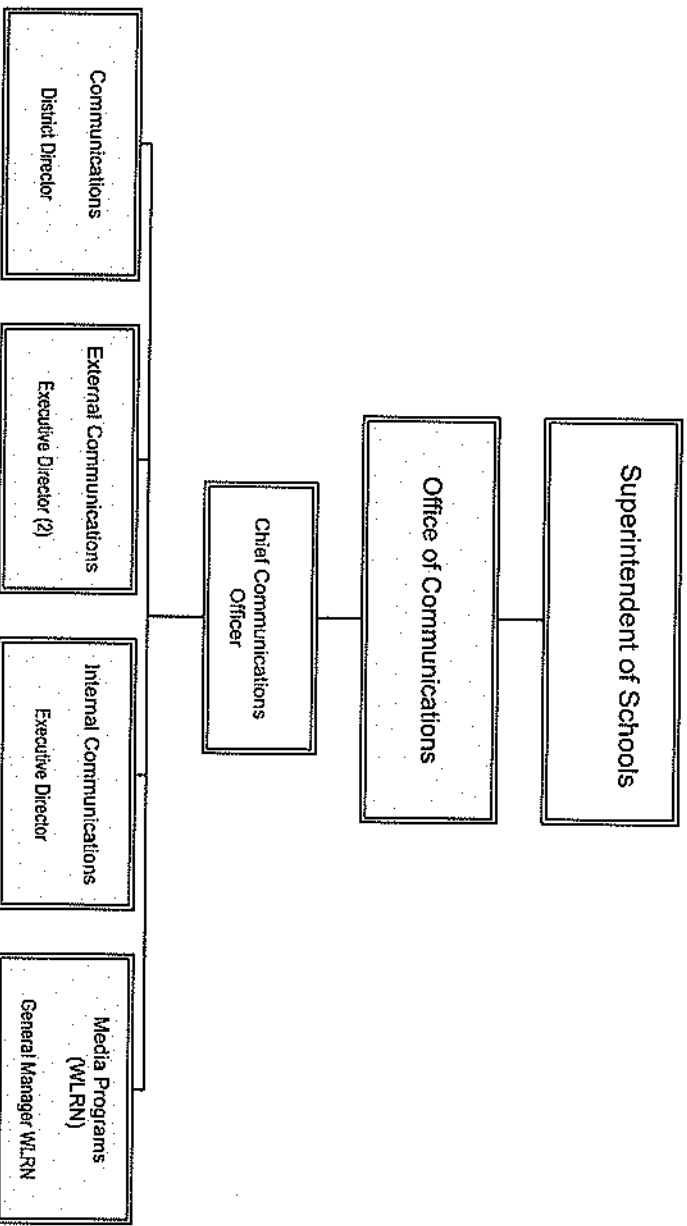
**Orange County Public Schools (organizational chart attached)**

There are 3 Directors and 1 Senior Director under the Chief Communications Officer

There are 22 staff members under the Chief Communications Officer

- 8 Marketing & Events
- 7 Media Relations
- 6 District Foundation
- 1 Legislative and Congressional Relations

# Office of Communication



# COMMUNICATIONS DIVISION

