

**THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA**  
**OFFICE OF THE SUPERINTENDENT**  
**ROBERT W. RUNCIE**  
**SUPERINTENDENT OF SCHOOLS**

May 2, 2019

TO: School Board Members

FROM: Judith M. Marte  
Chief Financial Officer

VIA: Robert W. Runcie  
Superintendent of Schools

SUBJECT: **Revision to Item # CC-3, Proposed New Job Description for the Specialist, Social Media, for the May 7, 2019 School Board Operational Meeting**

The **Executive Summary** for Item # CC-3, Proposed New Job Description for the Specialist, Social Media, for the May 7, 2019 SBOM, has been revised to reflect the following:

- On Page 1, under Rationale, the text has been modified to reflect changes to the position goal.
- Date of Union Notification has been changed to reflect May 2, 2019.
- On Page 2, under Rationale, section titled **Situation**, the text for Bullet # 9 has been revised.
- The Organizational Charts for neighboring school districts have been removed from the Executive Summary.

The **Job Description** for Item # CC-3, Proposed New Job Description for the Specialist, Social Media, for the May 7, 2019 SBOM, has been revised as follows:

- Revisions include new and revised language to the job description, and modifications have been underlined or crossed out to reflect these changes.

The **Attachment** for Item # CC-3, Proposed New Job Description for the Specialist, Social Media, for the May 7, 2019 SBOM, has been revised as follows:

- Attachment titled **Position Listing** has been removed.

RWR/JMM:im

c: Senior Leadership Team

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 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. The Specialist, Social Media will also manage engagement and interactivity with target audiences as well as develop community spirit. 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 May 2, 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 for 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 the Safety, Security and Emergency Preparedness Office, 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: SPECIALIST, SOCIAL MEDIA**

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 Specialist, Social Media 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**

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**

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

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~~ Manager, Media & and Community Relations  
CONTRACT YEAR: Twelve Months

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**POSITION GOAL:** The Specialist, Social Media will ~~play a key role in shaping~~ shape the social media presence of Broward County Public Schools (BCPS), including managing the overall social media network, creating strategic policies, and establishing a governance model for the ~~District~~ District's social media presence. The Specialist, Social Media will also ~~play a key role in managing~~ manage engagement and interactivity with target audiences as well as ~~promoting a positive image~~ develop community spirit.

**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, and~~ 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.~~
- Monitor social media conversations and alert PIO about discussions, opinions and interests regarding BCPS schools and related topics.
- 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~~ platform as well as provide guidance to liaisons at ~~various schools and departments~~.
- Establish social media guidelines for the District, schools and departments.
- ~~Develop and monitor effective benchmarks for measuring the growth of each platform. the social media community and~~ Track analytics, analyze, review, and report on effectiveness of new initiatives.
- Monitor industry-wide 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 in content creation, Marketing, and Customer Service meeting the customer experience.
- Proficiency in Associated Press (AP) style formatting.
- 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 social media 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 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.