

Staff Follow Up: SBOM 050719-02



Educating Today's Students to  
Succeed in Tomorrow's World

From: Human Resources & Equity

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**TOPIC:** Revisions to PIO job descriptions for Director, Mass Media & Community Relations, Specialist, Social Media Specialist, and the Specialist, Mass Media

**Staff Follow Up:**

Staff to provide Board Members a summary of changes that were made to the three PIO job descriptions.

**Response:**

The attached job descriptions outline changes to the three PIO job descriptions submitted for Board approval at the School Board Meeting on April 23, 2019.

JMM/RH:rh



THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA  
JOB DESCRIPTION

POSITION TITLE: ~~Director~~Manager, ~~Mass~~-Media and Community Relations  
JOB CODE: New  
CLASSIFICATION: Exempt  
PAY GRADE: ~~D~~C  
BARGAINING UNIT: ESMAB  
REPORTS TO: Chief, Public Information Officer  
CONTRACT YEAR: Twelve Months

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POSITION GOAL: ~~To execute media and community relations strategy for~~ To develop and maintain a public relations program for Broward County Public Schools, which will promote a well-informed public and positive public relations.

ESSENTIAL PERFORMANCE RESPONSIBILITIES:

The ~~Director~~Manager, ~~Mass~~-Media and Communication Relations shall carry out the essential performance responsibilities listed below.

- ~~Supervise staff as assigned in the performance of job duties.~~
- ~~Execute integrated, multi-media and face-to-face communications plan to educate and inform stakeholders.~~
- ~~Handle public and media relations efficiently and effectively relative to crisis situations and issues management.~~
- Serve as a District ~~media liaison~~spokesperson to media in both positive and adverse media situations, including creating messaging and talking points for ~~media~~-interviews, and participate in and monitor interviews with approved subject matter experts.
- ~~Under the direction of the Chief PIO, develop~~Develop crisis communications for internal and external audiences, ~~including preparation, training and response.~~
- Direct public relations initiatives, campaigns and plans, ~~including development and placement of print, new and social media, email, online and public relations channels.~~
- Serve as media and community relations liaison for schools and District departments ~~regarding all public relations issues and programs.~~
- Secure maximum media exposure for all important accomplishments and newsworthy events.
- ~~Direct~~Facilitate the research, writing and editing of news releases, speeches, opinion/editorial (op/ed) pieces, letters, District emails, and other communications as needed.
- Establish and maintain strong relationships between the school system and local businesses, community agencies, parent groups and other governmental agencies.
- Work with District advisories, committees, task forces, community organizations, businesses, and chambers of commerce ~~on public relations programs aimed at~~ keeping all stakeholders ~~them~~ informed about schools and ~~the District~~ initiatives.
- Establish a ~~clearinghouse resource library~~ of ~~commonly requested~~ information about the District, ~~and maintain content and~~Update information on various District channels, including the District's internal and external websites, ~~social media channels and other communications tools~~ publications.
- ~~Direct media and social media monitoring results for trends and opportunities; develop and implement 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.
- Cultivate relationships with media ~~and editorial staff to support the development of communications programs, publications, and collaborative working arrangements aimed to~~ 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.~~
- Manage initiatives to ~~Direct the District's efforts to~~ expand the county~~district~~wide volunteer services ~~services~~ effort to enhance the educational environment for all students.

- 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.
- Remain current regarding best practices within media and community relations for education.
- ~~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.
- Supervise staff as assigned in the performance of job duties.
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**MINIMUM QUALIFICATIONS & EXPERIENCE:**

- An earned bachelor's degree from an accredited institution in communications/media, journalism, public relations, or a related area.
- A minimum of eight (8) years, within the last twelve (12) years, of experience and/or training in the field related to the title of the position.
- Computer skills as required for the position.
- Bilingual (English/Spanish)

**PREFERRED QUALIFICATIONS & EXPERIENCE:**

- An earned master's degree from an accredited institution in communications/media, journalism, public relations, or a related area.
- ~~Computer skills as required for the position.~~
- Bilingual skills.

**SIGNIFICANT CONTACTS – frequency, contact, purpose, and desired end result:**

Proactively work with the Superintendent, school board members, senior leadership, school leaders, local, state and national government agencies, including elected officials as well as key representatives of all media, to gain community support of the strategic objectives of The School Board of Broward County, Florida.

**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.



THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA  
JOB DESCRIPTION

POSITION TITLE: Specialist, ~~Mass Media~~ Marketing & Strategic Communications

JOB CODE: New

CLASSIFICATION: Exempt

PAY GRADE: 22

BARGAINING UNIT: BTU-TSP

REPORTS TO: Director, ~~Mass Media~~ Marketing and ~~Community Relations~~ Strategic Communications

CONTRACT YEAR: Twelve Months

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POSITION GOAL: ~~To Assist~~ in developing and implementing strategic communications programs and activities that support the district's education goals and ensure public awareness of the success of Broward County Public Schools. 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~~ Marketing and Strategic Communications shall carry out the essential performance responsibilities listed below.

- Assist and advise schools and District departments regarding internal and external strategic communication programs.
- Facilitate the dissemination of information from the District to stakeholders via all effective communication channels.
- Develop informational publications for internal and external audiences.
- Assist with writing, designing, producing and/or distributing marketing materials and collateral items such as brochures, announcements, newsletters, presentations, white papers, booklets, flyers, agendas, website content, invitations and multi-media programs.
- Design templates for schools and departments to facilitate ease of creating collateral while maintaining visual consistency.
- Measure the efficiency and effectiveness of strategic communications programs, including District policies, programs and

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operations by assessing stakeholder engagement.

- Use all appropriate communication channels to inform stakeholders of messaging and branding activities.
- ~~Supervise staff as assigned in the performance of job duties. *(confirm this is a supervisory job)*~~
- ~~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, news 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, news and social media, and next generation communication channels to support a positive image of the District.~~

Specialist, ~~Mass Media~~Marketing and Communications (cont.)

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- 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)~~ three (3) years, within the last ~~seven (7)~~ five (5) 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 marketing, 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 strategic communications relations program ~~for the District~~.

#### PHYSICAL REQUIREMENTS:

Specialist, ~~Mass Media~~Marketing and Communications (cont.)

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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.

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THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA  
JOB DESCRIPTION

POSITION TITLE: Social Media Specialist  
JOB CODE: NEW  
CLASSIFICATION: Exempt  
PAY GRADE: 2223 or 24  
BARGAINING UNIT: BTU-TSP  
REPORTS TO: Director, Mass Media & Community Relations  
CONTRACT YEAR: Twelve Months

POSITION GOAL: The Social Media Specialist will ~~play a key role in shaping~~ the social media presence of Broward County Public Schools, including managing the overall social media ~~presence~~ network, creating strategic policies, and establishing a governance model for the District's ~~social media presence~~. The Social Media Specialist will also ~~play a key role in managing~~ engagement and interactivity with target audiences as well as ~~developing community spirit, fostering community spirit (please clarify what is meant by "fostering community spirit" - should this be promoting a positive image?)~~.

**ESSENTIAL PERFORMANCE RESPONSIBILITIES:**

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

- Serve as the District's "internal reporter," highlighting program and events, ~~via social media and video,~~
- ~~Day to day management and oversight of~~ Manage and oversee the District's social media accounts on a daily basis.
- ~~Provide ongoing training and technical support to staff assigned to maintain District social media accounts.~~
- ~~When necessary, assist~~ Assist with the implementation of a crisis communication plan for the public, stakeholders and media when necessary.
- ~~Monitor social media conversations and alerts the PIO about conversations and threats to collaboratively respond. Receive, investigate, and answer questions or respond to conversations through public social media channels.~~
- ~~Content~~ 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 platform network 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. Track analytics, of the community and analyze, review, and report on effectiveness of new initiatives.
- Monitor industrywide 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:**

- ~~Bachelor's Degree (B.A.): communications, marketing, or related field preferred~~ An earned bachelor's degree from an accredited institution in communications, marketing, or a related field of study
- ~~A minimum of three to five years' three (3) years, within the last five (5) years, of experience in social media strategy, management and marketing, or a related field, including social media content and campaign creation and online reputation management.~~

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- In-depth knowledge and ~~experience with understanding of~~ online community platforms and social media tools ~~as well as their respective audiences and how they can be deployed in different scenarios, including Facebook, Facebook Live, Twitter, Instagram, Snapchat, etc.~~
- ~~Advanced verbal and written communication and interpersonal skills.~~
- ~~Demonstrated ability to work independently, -and- multi-task effectively and meet tight deadlines.~~
- ~~Strong Effective organizational and time management skills, with excellent demonstrated attention to detail.~~
- ~~Computer skills as required for the position, including proficiency Proficient in Microsoft Office, Adobe Creative Suite (Photoshop and Illustrator or InDesign).~~
- ~~Proficient in Adobe Creative Suite (Photoshop and Illustrator or InDesign).~~
- ~~Ability to work on Mac or PC Operating Systems.~~
- ~~Intermediate to advanced skills in social media content creation and campaigns.~~
- ~~Familiarity with social media platforms including Facebook, Facebook Live, Twitter, Instagram, Snapchat, etc.~~
- ~~Experience in video recording, editing, and production.~~
- ~~Experience working with third party vendors to develop standard operating procedures and creative asset workflow.~~
- ~~Experience with online reputation management, including online rating best practices.~~
- ~~Experience in training staff.~~
- ~~Understanding of the whole digital media ecosystem and the role that social media plays in partnership with media such as online reputation management, display, search, SEO, etc.~~
- ~~Ability to manage multiple projects independently and work under tight deadlines.~~
- ~~Ability to take the initiative and assume responsibility, ownership and accountability.~~
- ~~Exemplary communication and interpersonal skills.~~
- ~~Creative, diplomatic, cool under pressure, and fantastic interpersonal skills.~~
- ~~Strong commitment to personal and professional growth and development.~~
- ~~Experience working with diverse cultures and audiences.~~

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**Commented [KRP2]:** Add – “Experience in video production”

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**PREFERRED QUALIFICATIONS & EXPERIENCE:**

- ~~Degree major in communications, marketing, or related field.~~
- ~~Prior experience in video recording, editing, and production (moved this bullet from minimum to preferred).~~
- ~~Prior experience in Editorial content creation, Marketing, and meeting the Customer Service experience experience a plus.~~
- ~~Bilingual Preferred Proficiency in Associated Press (AP) style formatting preferred.~~

**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 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.~~

Board Approved:

Board Adopted: