



THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA  
JOB DESCRIPTION

**POSITION TITLE:** Specialist, Marketing & Strategic Communications  
**JOB CODE:** New  
**CLASSIFICATION:** Exempt  
**PAY GRADE:** 22  
**BARGAINING UNIT:** BTU-TSP  
**REPORTS TO:** Director, Marketing & Strategic Communications  
**CONTRACT YEAR:** Twelve Months

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**POSITION GOAL:** 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.

**ESSENTIAL PERFORMANCE RESPONSIBILITIES:**

The Specialist, Marketing & 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 operations by assessing stakeholder engagement.
- Use all appropriate communication channels to inform stakeholders of messaging and branding activities,
- 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 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 three (3 years, within the last 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, 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 strategic communications program.

**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.

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