



THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA
JOB DESCRIPTION

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

POSITION GOAL: 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, Mass Media and Community Relations shall carry out the essential performance responsibilities listed below.

- Supervise staff as assigned in the performance of job duties.
- Handle public and media relations efficiently and effectively relative to crisis situations and issues management.
- Serve as the District media liaison in both positive and adverse media situations, including creating messaging and talking points for media interviews, participating in and monitoring interviews with approved subject matter experts.
- 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, news and social media, email, online and public relations channels.
- Serve as the liaison for schools and District departments regarding all public relations issues and programs.
- Secure maximum media exposure for all important accomplishments and newsworthy events.
- Develop an overall social media strategy for the District.
- Direct 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 informed about schools and the District.
- Establish 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.
- 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, 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 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.
- Direct the District's efforts to expand the countywide volunteer 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.
- 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/media, journalism, public relations, or a related area.
- A minimum of seven (7) years, within the last ten (10) years, of experience and/or training in the field related to the title of the position.
- Advanced verbal, written and interpersonal communication skills.
- Demonstrated success with developing and maintaining effective working relationships with the media.
- Demonstrated knowledge of current information technologies and electronic communications platforms.
- Demonstrated knowledge of current principles and practices utilized in mass communications and large-scale public relations campaigns.
- Demonstrated ability to build and maintain relationships with internal and external stakeholders.
- Computer skills as required for the position.

PREFERRED QUALIFICATIONS & EXPERIENCE:

- An earned master's degree from an accredited institution in communications/media, journalism, public relations, or a related area.
- Bilingual skills.

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

Proactively works 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.