

Exhibit 1
School Board Agenda Item
May 7, 2019
Executive Summary

Proposed **New** Job Description for the Manager, Media & Community Relations Position

Background: This item is being recommended for School Board **approval** to meet requirements for new job description.

Position Title: **Manager, Media & Community Relations**

Division/Department: **Public Information**

Salary Band: **C** Range: **\$74,407 - \$123,734**

Salary Schedule: **ESMAB Salary Schedule**

Recommended Policy Status: Chart Job Description – **First** Reading

Rationale: The job description for Director, Mass Media and Community Relations, created in conjunction with the Board approved 2018 - 2019 Organizational Chart (adopted on 5/22/2018), has been revised to reflect Manager, Media & Community Relations. This is a critical position that is responsible for executing media and community relations strategy for Broward County Public Schools, which will promote a well informed public and positive public relations. The job description defines the performance responsibilities and the minimum education and experience required to perform successfully in the job.

An evaluation of the revised job description was conducted to determine the salary band assignment of C on the ESMAB 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 ESMAB was provided a copy of the revised 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 associated with this job description and is currently vacant. The cost associated with staffing this position ranges from \$95,869 to \$153,966, 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, the Employment & Salary Administration Handbook 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

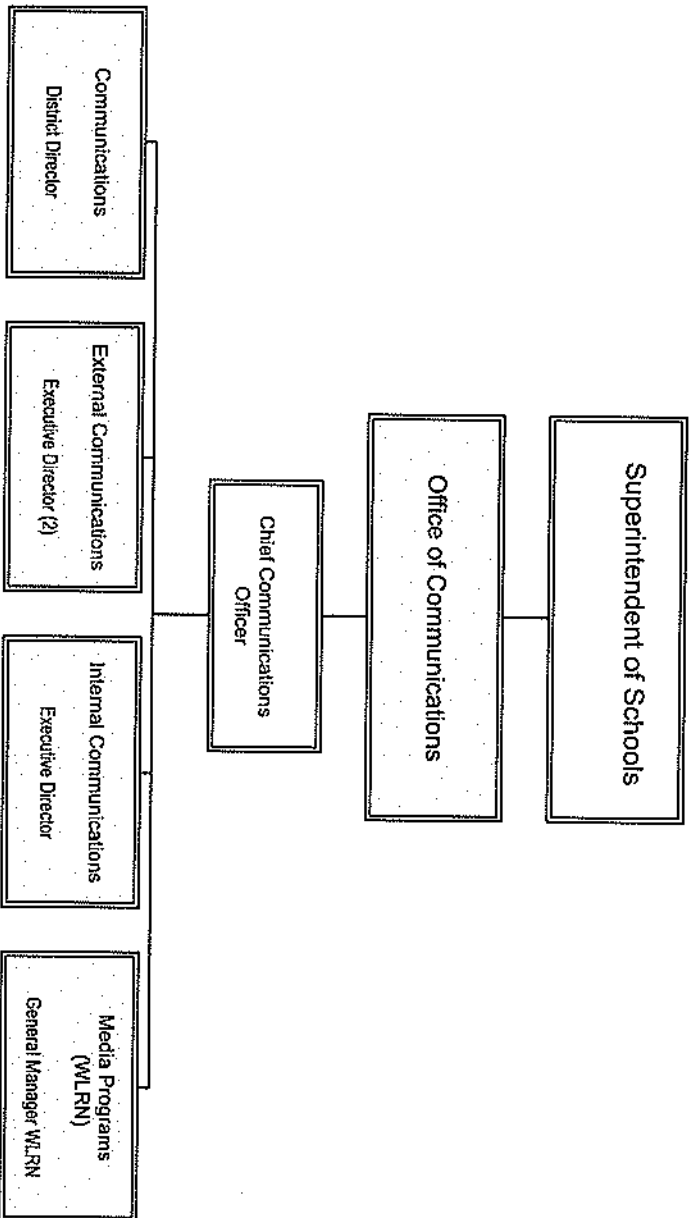
- Branding campaign
- Strategic marketing campaign

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.

Office of Communication



COMMUNICATIONS DIVISION

