



THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA  
JOB DESCRIPTION

**POSITION TITLE:** Manager, Media & Community Relations  
**JOB CODE:** New  
**CLASSIFICATION:** Exempt  
**PAY GRADE:** 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 Broward County Public Schools, which will promote a well-informed public and positive public relations.

**ESSENTIAL PERFORMANCE RESPONSIBILITIES:**

The Manager, Media & Community Relations shall carry out the essential performance responsibilities listed below.

- Execute an integrated, multi-media and face-to-face communications plan to educate and inform stakeholders.
- Serve as a District spokesperson to media, including creating messages and talking points for interviews, and participate in and monitor interviews with approved subject matter experts.
- Under the direction of the Chief PIO, develop crisis communications for internal and external audiences.
- Direct public relations initiatives, campaigns and plans.
- Serve as media and community relations liaison for schools and District departments.
- Secure maximum media exposure for all important accomplishments and newsworthy events.
- 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 to keep them informed about schools and District initiatives.
- Establish a resource library of information about the District. Update information on various District channels, including the District's internal and external websites, and publications.
- Promote the positive reputation of Broward County Public Schools 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 to keep stakeholders informed about school-related issues and enhancing the public image of Broward County Public Schools.
- Manage initiatives to expand the district-wide volunteer services.
- Remain current regarding best practices within media and community relations for education.
- Supervise staff as assigned in the performance of job duties.
- 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 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 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 proficiency in English and Spanish.

**PREFERRED QUALIFICATIONS & EXPERIENCE:**

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

**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.