

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA
OFFICE OF THE SUPERINTENDENT
ROBERT W. RUNCIE
SUPERINTENDENT OF SCHOOLS

May 2, 2019

TO: School Board Members

FROM: Judith M. Marte
Chief Financial Officer

VIA: Robert W. Runcie
Superintendent of Schools

SUBJECT: **Revision to Item # CC-7, Proposed New Job Description for the Manager, Media & Community Relations, for the May 7, 2019 School Board Operational Meeting**

The **Executive Summary** for Item # CC-7, Proposed New Job Description for the Manager, Media & Community Relations, for the May 7, 2019 SBOM, has been revised to reflect the following:

- On Page 1, under Rationale, the text has been modified to reflect changes to the position goal.
- Date of Union Notification has been changed to reflect May 2, 2019.
- On Page 2, under Rationale, section titled **Situation**, the text for Bullet # 9 has been revised.
- The Organizational Charts for neighboring school districts have been removed from the Executive Summary.

The **Job Description** for Item # CC-7, Proposed New Job Description for the Manager, Media & Community Relations, for the May 7, 2019 SBOM, has been revised as follows:

- Revisions include new and revised language to the job description, and modifications have been underlined or crossed out to reflect these changes.

The **Attachment** for Item # CC-7, Proposed New Job Description for the Manager, Media & Community Relations, for the May 7, 2019 SBOM, has been revised as follows:

- Attachment titled **Position Listing** has been removed.

RWR/JMM:im

c: Senior Leadership Team

Exhibit 1
School Board Agenda Item
May 7, 2019

Executive Summary

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

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

Position Title: **Manager, Media and 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 the Manager, Media and Community Relations has been created in conjunction with the Board approved 2018-2019 Organizational Chart (adopted on 5/22/2018). 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 job description via e-mail on May 2, 019. 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 for 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 the Safety, Security and Emergency Preparedness Office, 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.

CURRENT MARKETING AND COMMUNICATIONS STRUCTURE

- Director, Marketing & Strategic Communications (vacant as of 5/1) This individual currently oversees the marketing, community relations for the School District, as well as day-to-day public relations.
- Two (2) Communications Specialists
Below the line:
 - One (1) Community Relations Assistant
 - Two (2) Webmasters
 - One (1) Graphic Designers

With the current structure, it is virtually impossible for our team to respond to the daily challenges while at the same time be proactive and strategic.

Because it may take three to four months to fill these positions, it is important to start now to have an impact on the next school year.

NEW POSITION REQUESTED: MANAGER, MEDIA AND COMMUNITY RELATIONS

- This position has been changed from a Director (Pay Grade D) to a Manager (Pay Grade C.)
- The position requires the individual to be fully bilingual in English and Spanish.

The Manager, Media and Community Relations will:

- execute integrated, multi-media and face-to-face communications plans that will educate and inform residents, which will in turn, foster public awareness, understanding and support the District and its strategic initiatives.
- anticipate, analyze and interpret public opinion attitudes and issues that help educate, inform, and build a bridge connecting the District with its stakeholders.
- lead the day-to-day public relations efforts, which include responding to media requests; preparing statements to and working with the media after incidents occur at schools; pitching and placing "good news stories" in the media, etc.

COMPARISONS

Miami Dade Public Schools Office of Communication

1 Director, 3 Executive Directors, 1 General Manager (WLRN)

There are 19 staff members (excluding WLRN) under the Chief Communications Officer

- 4 News Media Relations
- 5 Strategic Educational Marketing
- 2 Internal Communications
- 3 Spanish Translation Services
- 3 Haitian Affairs & Media
- 2 Citizen Information Center

Orange County Public Schools

There are 3 Directors and 1 Senior Director under the Chief Communications Officer

There are 22 staff members under the Chief Communications Officer

- 8 Marketing & Events
- 7 Media Relations
- 6 District Foundation
- 1 Legislative and Congressional Relations

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA
JOB DESCRIPTION

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

POSITION GOAL: ~~To develop and maintain a public relations program~~ 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 ~~Director, Mass~~ Manager, Media and Community Relations shall carry out the essential performance responsibilities listed below.

- ~~Supervise staff as assigned in the performance of job duties.~~
- Execute an integrated, multi-media and face-to-face communications plan to educate and inform stakeholders, and continuously review and update plan to stay relevant.
- ~~Handle public and media relations efficiently and effectively relative to crisis situations and issues management.~~
- Serve as the a District spokesperson to media liaison in both positive and adverse media situations, including creating messaging messages and talking points for media interviews, participating in and monitoring and participate in and monitor interviews with approved subject matter experts.
- ~~Develop~~ Under the direction of the Chief PIO, develop crisis communications policies for internal and external audiences, including preparation, training and response.
- Establish new media communication policies, as needed, to streamline information submission process.
- 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~~ 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.
- ~~Develop an overall social media strategy for the District.~~
- ~~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 to keep them informed about schools and the District initiatives.
- Establish a clearinghouse of commonly requested resource library of 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 and 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 Maintain and update a database of media contacts and cultivate relationships with media and editorial staff to support the development of communications programs, publications, and collaborative working arrangements aimed at keeping all to keep 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~~ Manage initiatives to expand the ~~countywide~~ district-wide volunteer services ~~effort to enhance the educational environment for all students.~~
- 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 ~~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)~~ six (6) years, within the last ~~ten (10)~~ eight (8) 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.~~
- Bilingual proficiency in English and Spanish.
- 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.