



THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA
JOB DESCRIPTION

POSITION TITLE: Specialist, Enterprise Risk Management Communications
JOB CODE: New
CLASSIFICATION: Exempt
PAY GRADE: 22
BARGAINING UNIT: BTU-TSP
REPORTS TO: Executive Director, Enterprise Risk & Emergency Preparedness
CONTRACT YEAR: Twelve Months

POSITION GOAL: The Specialist, Enterprise Risk Management Communications is responsible for internal and external communications related to the District's Enterprise Risk Management (ERM) program. This role serves as a communications liaison and strategist between the Safety, Security & Emergency Preparedness Division, District departments, the community, and the news media, to provide timely, accurate and useful education and information about significant safety and security-related programs and incidents. The primary focus is to organize and implement a well-coordinated communications plan in close partnership with the District's Public Information Office.

ESSENTIAL PERFORMANCE RESPONSIBILITIES:

The Specialist, Enterprise Risk Management Communications shall carry out the essential responsibilities listed below.

- Work closely with the Chief Public Information Officer and staff to coordinate messaging related to Safety, Security & Emergency Preparedness.
- Support the Enterprise Risk Management Committee's efforts to roll-out Enterprise Risk Management, including District wide communications regarding priorities, information requests and education.
- Work closely with School Board Members to ensure understanding of the ERM processes and objectives in support of collaborative communication.
- Work with media, community and business leaders, elected officials and other members of the public to educate stakeholders on school safety information and available Safety, Security & Emergency Preparedness resources.
- Assist with efforts to mobilize student and public involvement and increase awareness of public safety initiatives that build upon the District's safety, security and emergency preparedness strategies.
- Establish, implement and manage a coordinated communications plan in partnership with the Public Information Office and specific to safety, security & emergency preparedness.
- Develop and communicate timely and relevant school safety, security and emergency preparedness information through appropriate communication outlets and respond to concerns about safety, security & emergency preparedness aligned to audience need, and as appropriate.
- Assist Safety, Security & Emergency Preparedness Division personnel with publicizing and promoting training programs, drills/exercises, exhibitions, displays, special events or special programs.
- Design, prepare, edit and distribute division publications, including press releases, articles, photos for local media, newsletters, blogs, videos, podcasts, recruitment brochures, programs for special events and other publications, as appropriate.
- Participate in committees and community meetings related to school safety, security or emergency preparedness, as required.
- Ensure that public information activities align to the goals and objectives of the Division of Safety, Security & Emergency Preparedness.
- Participate in civic organization meetings and make presentations to student assemblies, as appropriate.
- Demonstrate awareness of district-community needs and initiate activities to meet those needs.

- 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. Keep informed of developing communication trends and techniques.
- 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 in English, Journalism, Communications, Mass Communications, Public Information, Risk Management, Police Science, Homeland Security, Emergency-Preparedness, Public Administration, or a related field.
- A minimum of five (5) years, within the last ten (10) years of experience in a public, private, Non-Governmental Organization (NGO) or military organization with a focus on the organization's communications strategy or similar experience.
- Advanced verbal, written and interpersonal communication skills, including the ability to write press releases, social media posts, marketing materials and complex internal communications.
- Thorough knowledge of media relations and public relations functions.
- Demonstrated competence in a vast array of communication methods, including common social media platforms.
- Strong organizational, communication, and interpersonal skills.
- Computer skills as required for the position.

PREFERRED QUALIFICATIONS & EXPERIENCE:

- An earned master's degree from an accredited institution in a related field.
- Prior experience as a Public Information Officer or Communications Officer during crisis events.
- Prior work experience in a life-safety relevant public information function within a public, private, non-governmental or military sector organization.
- Demonstrated knowledge and understanding of Enterprise Risk Management strategies and implementation methodologies.
- Formal training or education in the mass communications, public information, risk communications, or crisis communications discipline.
- Prior publication of articles, work-related blogs, articles for professional associations, trade publication by a nationally distributed journal, magazine or book publisher.
- Bilingual skills.

SPECIAL REQUIREMENTS

Incumbent shall be subject to specialized training, background reviews and confidentiality and compliance requirements as outlined by the Chief - Safety, Security, & Emergency Preparedness and other agency user agreements so as to fulfill the duties of the position. The incumbent is considered to be "essential personnel" subject to being held over or called back to a District work location or alternate site at all times. Incumbent may be assigned to the other operational support venues as deemed necessary by department leadership. Position shall be exposed to confidential, restricted and highly sensitive information requiring the utmost discretion and compliance with all administrative rules, directives, policies, procedures, regulations and statutes governing its distribution. The position requires compliance with all District policies, regulations and statutes relating to privacy including the Family Educational Rights and privacy Act (FERPA).

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

Frequently interacts with district staff, public safety personnel and school employees within different departments. Regularly meets with District and school administrators, safety and security personnel, law enforcement and other governmental agencies on the federal, state and local levels.

PHYSICAL REQUIREMENTS:

Light Work: Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force as frequently 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.

Board Approved:

Board Adopted:

DRAFT