

Exhibit 1

School Board Agenda Item

November 6, 2019

Executive Summary

Title:	Proposed Revised Job Description for the Specialist, Social Media Position
Background:	This item is being recommended for School Board approval to meet requirements for revised job description.
Position Title:	Specialist, Social Media
Division/Department:	Communications
Pay Grade:	25
Range:	\$71,104 - \$101,814
Salary Schedule:	BTU-TSP Salary Schedule
Recommended Policy Status:	Chart Job Description – First Reading
Rationale:	<p>The job description for the Specialist, Social Media has been revised to better align the qualifications and primary performance responsibilities of the position, based upon the expected scope of work. This position is responsible for shaping the social media presence of the Broward County Public Schools (BCPS), including managing the overall social media network, creating strategic policies, and establishing a governance model for the District. Additional responsibilities include managing engagement and interactivity with target audiences, as well as developing a community spirit. The revisions include an increase in pay grade and salary range from 22 to 25 to improve the attraction of qualified job applicants. The job description defines the performance responsibilities and the minimum education and experience required to perform successfully in the job.</p> <p>This is a single/multi incumbent position that is currently vacant. There is one Board approved position associated with this job description.</p>
Cost:	The revision of this job description represents an additional financial impact of \$18,851, which reflects the difference in midpoint value for pay grade 22 and pay grade 25, and is inclusive of fringe (17.78% variable + \$8,232 fixed). The source of funding has been encumbered as part of the department's budget.
Union Notification:	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 BTU-TSP was provided a copy of the job description via e-mail on October 24, 2019. Additional feedback was not received prior to submission of this document for approval.