



THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA
JOB DESCRIPTION

POSITION TITLE: Specialist, Social Media
JOB CODE: RR-090
CLASSIFICATION: Exempt
PAY GRADE: ~~22~~ 25
BARGAINING UNIT: BTU-TSP
REPORTS TO: Manager, Media and Community Relations
CONTRACT YEAR: Twelve Months

POSITION GOAL: The Specialist, Social Media will shape the social media presence of Broward County Public Schools (BCPS), including managing the overall social media network, creating strategic policies, and establishing a governance model for the District. The Specialist, Social Media will also manage engagement and interactivity with target audiences as well as develop community spirit.

ESSENTIAL PERFORMANCE RESPONSIBILITIES:

The Specialist, Social Media shall carry out the performance responsibilities listed below:

- Serve as the District's "internal reporter," highlighting programs and events.
- Manage and oversee the District's social media accounts on a daily basis.
- Assist with the implementation of a crisis communication plan for the public, stakeholders and media when necessary.
- Monitor social media conversations and alert PIO about discussions, opinions and interests regarding BCPS schools and related topics.
- Manage content creation and gathering via visits to schools and District classrooms, programs, and functions.
- Generate, manage, schedule and monitor content for each platform as well as provide guidance to liaisons at schools and departments.
- Establish social media guidelines for the District, schools and departments.
- Develop benchmarks for measuring the growth of each platform. Track analytics, analyze, review, and report on effectiveness.
- Monitor industry-wide trends in online community tools and applications.
- 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, marketing, or a related field of study.
- A minimum of three (3) years, within the last five (5) years, of experience in social media management and marketing, including social media content and campaign creation and online reputation management.
- In-depth knowledge and understanding of online community platforms and social media tools, including Facebook, Facebook Live, Twitter, Instagram, Snapchat, etc.
- Advanced verbal, written and interpersonal communication skills.
- Demonstrated ability to work independently and multi-task effectively.
- Effective organizational and time management skills, with demonstrated attention to detail.
- Computer skills as required for the position, including proficiency in Microsoft Office, Adobe Creative Suite (Photoshop and Illustrator or InDesign).

PREFERRED QUALIFICATIONS & EXPERIENCE:

- Degree major in communications, marketing, or related field.
- Prior experience in video production.
- Prior experience in content creation, Marketing, and meeting the customer experience.
- Bilingual skills.

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

Proactively works with senior leaders, department staff, the community, parents and local agencies to develop a positive public relations program for the District.

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.

Board Approved: 5/7/19 Board

Adopted: 5/21/19

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