



JOB TITLE	DEPARTMENT	REPORTS TO
Social Media and Community Engagement Manager	Communications	Chief Communications Officer

Position No: 91010	Length of Work Year: 12 Months
Salary Schedule: N19	Date Approved: 10/25/22
FSLA: Exempt	Date Revised:

JOB GOAL
This position works closely with the Chief Communications Officer to enhance the districts social media presence and engage the community. This position builds, supports, and sustains the district's mission and vision.

MINIMUM QUALIFICATIONS
<ol style="list-style-type: none"> 1. High School Diploma. AA degree or verifiable and proven in-field work experience preferred. 2. Demonstrated knowledge of current and emerging trends as applied to digital social media, marketing and advertising and public/media relations. 3. Exceptional oral, writing, proofreading and editing skills with ability to translate technical or complex subject for general audiences. 4. Knowledge of current digital design computing technologies and software applications appropriate to the positions job responsibilities. 5. Ability to maintain a professional demeanor during stressful and highly visible situations. 6. Ability to perform the functions of the position.

DUTIES AND RESPONSIBILITIES
<ol style="list-style-type: none"> 1. Proactively identifies digital media communication opportunities that enhance the district's positive social media presence. 2. Monitors social media channels for the District to shape and inform key audiences through engaging and relevant messaging. 3. Manages the District's various social media communication outlets while providing oversight and access to school social media accounts. 4. Generates original ideas to market and share information with outside agencies and execute accordingly. 5. Identifies opportunities to leverage emerging and established web trends to inform and motivate key stakeholders, assists with developing and maintain new channels as agreed upon by senior leadership. 6. Works with web master to ensure; timely posting of relevant information, the website is meeting the needs of both our internal and external stakeholders, and that the information is current and up to date. 7. Provides guidance and support to schools for maintenance of their social media outlets and school webpages. 8. Works with media services to ensure that the on-demand content on the District's streaming app is up to date and relevant. 9. Utilize social media tools to monitor and analyze the reach and engagement of key stakeholders, making adjustments as needed. 10. Actively seeks new community partnerships and fosters positive and collaborative working relationships with them to enhance the districts messaging to the community at large. 11. Plans for, executes and attends community engagement events. 12. Performs assigned tasks in a timely and efficient manner. 13. Performs assigned tasks with a high standard of quality

14. Performs other duties as assigned by the Supervisor.

PHYSICAL DEMAND CLASS:

Sedentary Light (SL) - Occasional lifting and carrying of objects weighing 10 pounds or less. Infrequent lifting and carrying of objects weighing 11-20 pounds. Occasional walking and/or standing may be required.