



NEW: 07/01/2019
Submitted: 05/14/2019

| | |
|------------------------|--|
| JOB TITLE: | COORDINATOR SOCIAL MEDIA CONTENT |
| DIVISION | COMMUNICATIONS AND COMMUNITY RELATIONS |
| SALARY SCHEDULE/GRADE: | II, GRADE 5 |
| WORK YEAR: | 220 DAYS |
| FLSA STATUS: | EXEMPT |
| JOB CLASS CODE: | 8051 |
| BARGAINING UNIT: | CLAS |

SCOPE OF RESPONSIBILITIES

Assumes the responsibility of overseeing content displayed on JCPS social media platforms and assists with content development of key stories for the District on the website. Develops relationships with school leaders to generate new ideas to share with the community in an effort to give stakeholders a look inside JCPS.

PERFORMANCE RESPONSIBILITIES & EVALUATION CRITERIA

- Plans and executes strategies to grow the District's audience on all social media platforms
- Develops a long term plan to bring content to key audiences through social media
- Records and edits short videos to share on social media around key district initiatives, events or programs at schools
- Develops District awareness and online reputation through social media platforms
- Organizes strategic plan around key points and target audiences online
- Gathers content used on social media that can be developed into a longer format for the district website
- Sets goals for measured targets on audience engagement on social media
- Works closely with marketing to implement a plan to directly reach families with key communications
- Expands community outreach efforts through social media
- Visits schools or other sites for stories or media events
- Completes all trainings and other compliance requirements as assigned and by the designated deadline
- Performs other duties as assigned by the designated supervisor

PHYSICAL DEMANDS

The work is primarily sedentary. It requires the ability to communicate effectively using speech, vision and hearing. The work requires the use of hands for simple grasping and fine manipulations. The work at times requires bending, squatting, crawling, climbing, reaching, with the ability to lift, carry, push or pull light weights.

MINIMUM QUALIFICATIONS

- Bachelor's Degree with at least one year experience in a related field
- Ability to establish an online voice that appropriately represents the District on social media
- General knowledge of the school district, good organizational and planning skills and knowledge of trends on social media
- Effective communication skills including effectively using writing and video editing skills

DESIRABLE QUALIFICATIONS

- Video editing and previous broadcast or print reporting experience, in addition to knowledge of the District and Jefferson County
- Excellent speaking skills

Excellent organization skills

Experience in a diverse workplace