

**School District of Santa Rosa County
Job Description**

Teacher on Special Assignment for Social Media and Communications

Reports to: Director, Inservice & Instructional Technology	FLSA Status: Exempt
Department: Inservice & Instructional Technology	Prepared by: Human Resources
Date: November 15, 2018	Job Code: 20307

Principle Duties and Responsibilities (Essential Functions):

- Develops and provides training on social media and web presence skills and strategies
- Provides the community with the information and skills needed to connect with any and all district social media and communications platforms
- Reaches out to community organizations, general public, and donors about district initiatives
- Drafts, distributes and pitches news releases, media alerts and other articles
- Installs software and upgrades as per design or program requirements
- Troubleshoots software and network problems, for training center equipment
- Updates and maintains district's social media presence
- Assist in planning, writing and managing district periodic digital publication(s)
- Consults with and assists district personnel on social media and communications issues as needed
- Makes purchasing recommendations for parent/stakeholder communication services and software
- Assists district administrators with third party social media and communications vendors and contracts, as needed
- Coordinates with district web manager on public relations and communications for the district website
- Assists applicable offices on e-rate compliance and policy updates with respect to social media and communications
- Stays abreast of current legal requirements and guidelines with respect to district and school social media presence, web presence, and other related communications
- Understands and develops district "voice" and employs that with consistency and intelligence
- Performs related duties as required
- Participates in activities for continued professional growth
- Provides own method of transportation to various locations when required

Supervision Received:

Director, Inservice & Instructional Technology

Supervision Exercised:

N/A

Minimum Qualifications & Skills Required:

1. Bachelor's degree or higher from an accredited institution
2. Currently hold or eligible for Florida teaching certificate in any instructional area
3. Five years teaching experience in the public school system
4. Knowledge and understanding of available tools and platforms in the social media space
5. Knowledge of WordPress web development and social media applications, e.g., Twitter, Facebook, etc.
6. Working knowledge of word processing, presentation, and spreadsheet software.
7. An effective communicator, both written and oral
8. Ability to communicate in a professional manner with press and community contacts

Preferred:

Proficiency in Adobe InDesign and Photoshop highly desired. Knowledge of HTML and graphic design a plus

Physical Demands:

Exerting up to 20 lbs. of force occasionally and/or up to 10 lbs. of force as needed to move objects. While performing the responsibilities of the job, the employee is required to talk and hear. The employee is often required to sit and use their hands and fingers to handle or feel. The employee is required to stand, walk, reach with arms and hands, climb or balance, and to stoop, kneel, crouch or crawl. Vision abilities required by this job include close vision. Inside office and outside must be able to sit or stand for long periods of time and lift up to 35 pounds.

Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Terms of Employment:

Approved compensation plan

Teacher position paid from the instructional salary scale

Conclusion:

This job description is intended to convey information essential to understanding the scope of the job and the general nature and level of work performed by job holders within this job. However, this job description is not intended to be an exhaustive list of qualifications, skills, efforts, duties, and responsibilities or working conditions associated with the position.