

SEMINOLE COUNTY PUBLIC SCHOOLS, FLORIDA

Position/Job Description

COMMUNICATIONS OFFICER

QUALIFICATIONS

- Bachelor's Degree in Communications, Marketing, Journalism, Public Relations or related field from an accredited institution.
- Minimum of five (5) years of experience in communications, journalism, marketing, public relations or related field.
- At least two (2) years of experience in a Media outlet.

KNOWLEDGE, SKILLS, ABILITIES

- Knowledge of successful media, marketing and public relations strategies and practices.
- Strong writing, proofreading, editing and verbal skills.
- Functional understanding of website analytics, social media analytics and television and newspaper audience reporting data.
- Proficient computer skills using current word processing, database, project management, spreadsheet software, and presentation software.
- Demonstrated ability to create message positions and brand concepts that provide the foundation for larger campaigns or advertising programs. Samples required.
- Strong interpersonal skills to work effectively in a team setting and with diverse groups.
- Effective organization skills.
- Demonstrated ability to conduct "On-the-Record" interviews with television, radio and print media.
- Ability to plan, direct and manage a wide range of projects, events, systems and activities.
- Knowledge of the laws and rules as they relate to public information for school system programs.
- Knowledge of public records laws.

SUPERVISION

REPORTS TO Superintendent
SUPERVISES Assigned Support Staff

POSITION GOAL

As the district spokesperson, create and lead a branding strategy that supports the development, implementation and operation of an integrated plan for all communication, interactive and public relations messaging to external and internal constituents of Seminole County Public Schools.

PERFORMANCE RESPONSIBILITIES

1. *Provides overall leadership and direction for strategy, design, and operation of the District's internal and external marketing and communications activities and outcomes.
2. *Leverages the Districts network of schools, community partners, and understanding of the community to create a strategic communications plan containing guidelines for establishing marketing priorities, initiatives, and metrics at both a school and district level.
3. *Oversees the District's communications transformation, using analytics, to create a world-class communications environment to enhance digital experiences that build relationships with key audiences to include students, teachers, parents, and the community.
4. *Manage a district level print, digital, web, and social media presence for marketing messages, branding, and communications that reflects the District's image and reputation of being a leader in quality education.
5. *Develop and review content for the District web site while collaborating with Information Services in implementing content.
6. *Serves as the spokesperson for the Superintendent/schools/district level administrators in order to provide continuous information regarding critical issues, functions and achievements of the district and individual schools.
7. *Coordinates and conducts news conferences or media briefings as needed.
8. *Supports school administrators relative to the content, design and dissemination of press releases/media advisories via social media and traditional print/website activities while providing appropriate training to enhance media relations.

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9. *Assists the Superintendent with public presentations and with the preparation of written material upon request.
10. *Creates communications strategies and formulates appropriate messaging for sensitive and confidential materials to be communicated to internal and external audiences.
11. *Coordinates and participates in the preparation and presentation of all formal recognitions of staff, students and appropriate community leaders/organizations conducted at regular meetings of the School Board of Seminole County.
12. *Coordinates and participates in the planning, development, production and dissemination of internal and external communications to include but not limited to promotional materials, marketing messages, video scripts, staff/ community newsletters, annual reports, and feature articles via traditional and digital avenues to ensure effectiveness of communication with the public.
13. *Serves as a member of the District's Emergency Response Team.
14. *Oversee the day to day activities of the communications department including budgeting, planning, and staff development.
15. *Develop and prepare the annual preliminary budget for the communications department analyze and review budgetary and financial data, control and authorize expenditures in accordance with established policy and procedures.
16. *Serves on appropriate District committees to support the development and implementation of the District's communication plan(s).
17. Perform other duties as assigned by the Superintendent.

*Denotes essential job function/ADA

EQUIPMENT / MATERIALS

Standard Office Equipment

PHYSICAL REQUIREMENTS

Medium Work

Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.

PHYSICAL ACTIVITIES

Sitting

Resting with the body supported by the buttocks or thighs.

Standing

Assuming an upright position on the feet particularly for sustained periods of time.

Walking

Moving about on foot to accomplish tasks, particularly for long distances.

Finger Dexterity

Picking, pinching, typing or otherwise working primarily with fingers rather than with the whole hand or arm.

Talking

Expressing or exchanging ideas by means of the spoken word. Those activities in which detailed or important spoken instructions must be conveyed accurately, loudly or quickly.

Hearing Acuity

The ability to perceive speech and other environmental sounds at normal loudness levels.

WORKING CONDITIONS

Indoors & Outdoors

The worker is subject to both environmental conditions. Activities occur inside and outside.

TERMS OF EMPLOYMENT

PAY GRADE

AO-07-E **\$71,237 - \$109,172**

District Salary Schedule

Months 12
Annual Days 258
Weekly Hours 37.5
Annual Hours 1935

POSITION CODES

PeopleSoft Position TBD
Personnel Category 02
EEO-5 Line 06
Function 9100
Job Code 1473
Survey Code 91005

FLSA

Applicable
 Not applicable

Previous Board Approval

BOARD APPROVED

June 25, 2013

ADA Information Provided by John Reichert
Position Description Prepared by John Reichert