

# SEMINOLE COUNTY PUBLIC SCHOOLS, FLORIDA

## Position/Job Description

### SPECIALIST, Marketing/Communications

#### QUALIFICATIONS

- Bachelor's Degree with a major in Marketing, Public Relations, Communications, or related field.
- Two (2) years of professional work experience in marketing, public relations, and/or promotions.
- Production proficiency supported by portfolio.

#### KNOWLEDGE, SKILLS, ABILITIES

- Extensive knowledge of video and audio production equipment, operations, and software.
- Knowledge of social media principles and practices.
- Demonstrated ability in developing marketing strategies.
- Demonstrated ability in developing creative concepts, messages, and visual appearances to achieve desired objectives and district branding.
- Ability to work independently and ensure assigned workforce achieves accurate and timely results.
- Ability to analyze assigned functions and to make recommendations for efficient and economical operation.
- Ability to effectively communicate both orally and in writing with all levels of the organization and the general public.
- Ability to multitask and meet deadlines consistently.
- Ability to work a flexible schedule, which may include nights and weekends on occasion.
- Knowledge of computer applications and technological equipment as related to specific job functions.

#### SUPERVISION

**REPORTS TO** Communications Officer  
**SUPERVISES** Assigned Personnel

#### POSITION GOAL

*To promote Seminole County Public Schools and its many innovative programs in support of the District's overall marketing/communications plan.*

#### PERFORMANCE RESPONSIBILITIES

1. \*Coordinate the interaction with SCPS departments, schools, and partner agencies in developing marketing materials and programs to promote, educate, and inform citizens of District programs and services.
2. \*Coordinate special events and community outreach efforts.
3. \*Create marketing/communications plans for District departments and schools.
4. \*Develop and manage the District's brand and creative strategy, establish standards to protect them, and oversee their implementation in all of the District's mass communication.
5. \*Conduct market research to determine market requirements for existing and future services.
6. \*Analyze customer research, current market conditions, and competitor information.
7. \*Assist with the planning, coordination, and execution of the District's daily social media efforts.
8. \*Assist with the writing of press releases, fact sheets, articles, and e-newsletter development.
9. \*Assist with media relations, issues management, and crisis communications.
10. \*Serve as a District liaison at both internal and external meetings.
11. \*Monitor, review, and report on all marketing activity and results to the Communications Officer.
12. \*Assist with digital photography efforts, as needed
13. \*Assist with scheduling student intern projects and assignments.

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- 14. \*Provide training for teachers, media specialists, administrators, volunteers, etc., regarding quality-control, branding, and logo guidelines/standards of SCPS collateral materials.
- 15. Perform other duties/tasks consistent with the goals and objectives of this position as assigned by the Communications Officer.

*\*Denotes essential job function/ADA*

## EQUIPMENT / MATERIALS

Standard Office Equipment, Digital Camera

## 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.  
**Visual Acuity** The power to see at a level which allows reading of numbers and text, operation of equipment, inspection of machines, etc.

## WORKING CONDITIONS

**Indoors/Outdoors** The worker is subject to both environmental conditions. Activities occur inside and outside.

## TERMS OF EMPLOYMENT

### PAY GRADE

**AO-17-J \$43,871 - \$73,834**

District Salary Schedule  
Months 12  
Annual Days 258  
Weekly Hours 37.5  
Annual Hours 1935

### POSITION CODES

PeopleSoft Position TBD  
Personnel Category 14  
EEO-5 Line 44  
Function Vary  
Job Code 1490  
Survey Code 91010

### FLSA

Applicable  
 Not applicable

Previous Board Approval

### BOARD APPROVED

**June 23, 2015**

ADA Information Provided by Michael Lawrence  
Position Description Prepared by Michael Lawrence