

SEMINOLE COUNTY PUBLIC SCHOOLS, FLORIDA

Position/Job Description

SPECIALIST, Digital Content and Social Media Red Apple Dining

QUALIFICATIONS

- Experience in performing professional work in public relations, social media, marketing and/or promotions.
- Bachelor's Degree with a major in Public Relations, Communications, Marketing, or related field.
- Experience in software solution development preferred.
- Production proficiency supported by portfolio.

KNOWLEDGE, SKILLS, ABILITIES

- Knowledge of social media, digital communication, and content management principles and practices.
- Demonstrated ability in developing creative concepts, messages, and visual appearances to achieve desired objectives and district branding.
- Ability to work independently and ensure accurate and timely results.
- Ability to collaborate with creative teams.
- Knowledge of Adobe Creative Suite.
- Ability to communicate effectively both orally and in writing with all levels of the organization and the public.
- Demonstrated ability to develop effective marketing strategies.
- Ability to manage multiple projects and consistently meet deadlines.
- Knowledge of computer applications and technological equipment as related to specific job functions.

SUPERVISION

REPORTS TO Specialist, Marketing/Communications Red Apple Dining
SUPERVISES No Supervisory Duties

POSITION GOAL

To develop and coordinate digital communication and marketing initiatives for Red Apple Dining.

PERFORMANCE RESPONSIBILITIES

1. *Provide exceptional service with the highest standards to all guests.
2. *Manage and develop content for engaging, innovative social posts and campaigns to drive engagement and promote Red Apple Dining.
3. *Manage and develop web design, mobile application design, Search Engine Optimization (SEO) processes, online communication strategies, and graphic design.
4. *Generate and track content for social media initiatives that will engage and grow current and potential followers.
5. *Manage the digital web-based software solutions.
6. *Create and manage digital content for fixed-asset menu displays.
7. *Create and manage content in menu software as it relates to display software solutions.
8. *Monitor, identify, and communicate all community outreach and social media activity and results to Red Apple Dining Marketing/Communications Specialist.
9. *Assist in developing and implementing content initiatives, campaign assets, print copy, brochures, presentations, advertising, messaging, videos, infographics, scripts, and more.
10. *Assist with recruiting and scheduling student intern projects and assignments.
11. *Position requires a flexible schedule, which may include occasional nights and weekends.

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12. Perform other duties/tasks consistent with the goals and objectives of this position as assigned by the Red Apple Dining Marketing/Communications Specialist.

**Denotes essential job function/ADA*

EQUIPMENT / MATERIALS

Standard Office Equipment, Digital/Multimedia Equipment to include Video Cameras and Digital Cameras

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

A8-11-I \$38,219 - \$61,914

District Salary Schedule
Months 12
Annual Days 258
Weekly Hours 40
Annual Hours 2064

POSITION CODES

PeopleSoft Position TBD
Personnel Category 14
EEO-5 Line 44
Function Vary
Job Code 1783
Survey Code 76010

FLSA

Applicable
 Not applicable

Previous Board Approval

BOARD APPROVED

September 7, 2021
February 28, 2017

ADA Information Provided by Chad Wilsky
Position Description Prepared by Chad Wilsky