



EMPLOYEE NAME: _____

Revised: 6/03; 5/08; 10/12; 1/18; 9/22; 5/25

JOB DESCRIPTION

POSITION TITLE: Social Media Manager	JOB CODE: 488F
DIVISION: Strategy & Accountability	SALARY SCHEDULE: Professional/Supervisory Support
DEPARTMENT: Communications	WORKDAYS: Annual Operational Personnel
REPORTS TO: Director, Content and Marketing	PAY GRADE: Level H (NK08)
FLSA: Exempt	Pay Frequency: Monthly
PRIMARY FUNCTION: Assists in the development and implementation of the district's communications and marketing plan by managing the district's social media presence and strategy through the use of digital communications platforms	
REVISION DATE(S): 5/25	

REQUIREMENTS:

1.	Educational Level: Bachelor's degree or its equivalency required (2 years of similar work level experience equals 1 year of college); combination of experience and education may be used to meet the degree requirement
2.	Certification/License Required: None
3.	Experience: 2 years professional experience managing social media content, strategy, or community engagement on behalf of an organization.
4.	Physical Activities: Routine physical activities that are required to fulfill job responsibilities
5.	Knowledge, Skills, & Abilities: Strong visual and digital communication skills; ability to work successfully within teams; ability to develop and implement plans for improved communication with stakeholders using assigned delivery platform(s); background in communications technologies and familiarity with analytics and engagement metrics.

The Board of Education and the Superintendent may accept alternatives to some of the above requirements.

ESSENTIAL DUTIES:

1.	Demonstrates prompt and regular attendance.
2.	Provides the highest level of customer service while delivering communications to both internal and external stakeholders.
3.	Works collaboratively with department staff, other departments/divisions as assigned, schools and community partners to identify, develop and incorporate delivery of information through a variety of communications platforms.
4.	Develops, implements and manages the district's social media strategy with a focus on continual improvement.
5.	Uses talents, skills and available resources to develop and incorporate content into the assigned communications platform(s).
6.	Establishes and implements processes and protocols for the timely posting, audience interaction, and crisis communications via the assigned communications platform(s) and social media.
7.	Ensures that all information presented through the assigned communications platform(s) is current and accurate.
8.	Assists local schools with communications needs using the assigned communications platforms
9.	As applicable, collaborates with the appropriate administrator to develop content that promotes the district's strategic communications, marketing and brand identity including live event coverage, social storytelling, which includes assisting with photos and video and event coverage. As applicable, collaborates with the appropriate

	administrator to develop content that promotes the district's strategic communications, marketing, and brand identity, including live event coverage and social storytelling.
10.	Reviews, evaluates, and recommends equipment and supplies to sustain and enhance the applicable communications platform(s).
11.	Collaborates with department staff and other departments/divisions to ensure optimal and reliable functioning of required hardware and software systems.
12.	Engages in continuing professional development to enhance knowledge and expertise in current and future technologies to deliver high-quality communications content.
13.	Assists with Board of Education meeting functions, as necessary.
14.	Evaluates, reviews and summarizes performance and impact of content and campaigns for continual improvement.
15.	Performs other duties as assigned by the appropriate administrator.

Signature of Employee _____ Date _____

Signature of Supervisor _____ Date _____