



Poudre School District

HUMAN RESOURCES DEPARTMENT

JOB DESCRIPTION

Job Title: **Communications & Social Media Specialist** FLSA Status: **Exempt**
 Job Family: **Support Services** Pay Range: **SS40Y**
 Prepared/Revised Date: **June 27, 2022** Job Code: **35303**

SUMMARY: Responsible for implementing a social media strategy that showcases the district’s forthcoming strategic plan and its impact on the student experience. Supports with district crisis communications and enhances media relations/news coverage while promoting positive messages that elevate PSD students, staff, families, and community members/partners. Support Poudre School District through a variety of communications projects and activities with internal and external stakeholders. Implement comprehensive social media strategy to promote PSD stories and messages in collaboration with diverse multi-media messaging campaigns. Assist in the planning, strategic advising and coordination of district messages and public relations campaigns, specifically in social media. Coordinate writing and photography for stories and campaigns to be posted on the PSD website, in publications and on PSD social media channels. Enhance media relations and news coverage while promoting positive messages among staff, parents, and community members.

ESSENTIAL DUTIES AND RESPONSIBILITIES: *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Description of Job Tasks	Frequency	% of Time
	Daily = D Weekly = W Monthly = M Quarterly = Q Annually = A	On an annual basis, e.g. 10 hours of a 40 hour work week = 10/40 = 25%
1. Initiate, research, write and publish stories, and photographs about district and school activities and campaigns, using expertise and knowledge to determine best platform for communication to specific stakeholders. Content should align with/elevate the district’s priorities and strategic plan.	D	35%
2. Manage PSD’s branded social media platforms and content, implementing comprehensive promotion and engagement strategies for PSD stories, initiatives, programs and major community engagement initiatives. Track social metrics and adjust strategies with an eye toward continuous improvement. Collaborate with Communications Department team member, promote PSD stories and activities on the website and social platforms.	D	30%
3. Serve as a member of the crisis response team and support the Executive Director in district response to non-crisis and crisis situations, assisting with media relations and communications.	D	20%
4. Provide support, training, and coordination for internal social supporters group regarding social media content and strategies.	D	5%
5. Liaison with media including media pitches, coordination regarding broadcast/publication of news stories and photographs, and responses to media requests.	D	3%
6. Assist the Executive Director of Communications as needed.	D	1%
7. Attend work and arrive in a timely manner.	D	1%
8. Track PSD coverage in local, state, and national news media outlets as well as social media.	D	1%
9. Assist in planning, creating and implementing communication plans in support of PSD’s multi-media public relations and communications campaigns.	M	2%
10. Assist with snow day/emergency closure media notification.	Q	1%
11. Perform other duties as assigned.	Ongoing	1%
	TOTAL=	100%



EDUCATION AND RELATED WORK EXPERIENCE:

- Bachelor’s degree in digital media, marketing, journalism, public relations or communications
- Two to five years’ experience in a professional setting dealing with social media, marketing, journalism, communications, and/or public relations
- Strength in writing clear and concise stories, social media posts, and other communications with little to no editing
- Expertise coordinating, managing, and implementing social media campaigns and strategy with in-depth knowledge of best practices, upcoming trends, engagement, and content creation
- Knowledge and expertise in social media management software including but not limited to Hootsuite and Google Analytics
- Equivalent combination of education and experience acceptable

LICENSES, REGISTRATIONS or CERTIFICATIONS:

- Criminal background check required for hire

TECHNICAL SKILLS, KNOWLEDGE & ABILITIES:

- Knowledge in social media management, strategy, content creation and measurement; knowledge of integrated communications plans preferred
- Mastery skills in storytelling, digital content creation, and news writing/editing
- Strong story ideation, writing and content-creation skills
- Knowledge of journalism/PR principles and practices, including a mastery of AP Style
- Ability to create high-quality photographs and manage image library
- Ability to build strong media relationships with understanding of media practices and industry
- Excellent oral and written communication skills
- English language skills
- Outstanding interpersonal skills
- Ability to manage multiple priorities and tasks with frequent interruptions
- Ability to work as a team player in a fast-paced environment
- Customer service and public relations skills
- Organizational, planning and time-management skills
- Ability to maintain honesty, integrity, and confidentiality in all aspects of the job
- Ability and willingness to adhere to attendance requirements, including regular and punctual employee presence
- Ability to promote and follow Board of Education policies, Superintendent policies and building and department procedures
- Ability to communicate, interact and work effectively and cooperatively with people from diverse ethnic and educational backgrounds
- Ability to recognize the importance of safety in the workplace, follow safety rules, practice safe work habits, utilize appropriate safety equipment and report unsafe conditions to the appropriate administrator

MATERIALS AND EQUIPMENT OPERATING KNOWLEDGE:

- Operating knowledge of and experience with Adobe Creative Suite/Photoshop/Lightroom, Microsoft suite (Word, PowerPoint) and various social media platforms (including but not limited to Facebook, Twitter, Instagram, etc.)
- Operating knowledge of and experience with typical office equipment, such as telephones, copier, email, etc.

REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:

	POSITION TITLE	# of EMPLOYEES
Direct reports:	This job has no direct supervisory responsibilities	



PHYSICAL REQUIREMENTS & WORKING CONDITIONS: *The physical demands, work environment factors and mental functions described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

PHYSICAL ACTIVITIES:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Stand		X		
Walk		X		
Sit				X
Use hands to finger, handle or feed		X		
Reach with hands and arms		X		
Climb or balance	X			
Stoop, kneel, crouch, or crawl	X			
Talk				X
Hear				X
Taste	X			
Smell	X			

WEIGHT and FORCE DEMANDS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Up to 10 pounds		X		
Up to 25 pounds	X			
Up to 50 pounds	X			
Up to 100 pounds	X			
More than 100 pounds	X			

MENTAL FUNCTIONS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Compare			X	
Analyze			X	
Communicate				X
Copy		X		
Coordinate			X	
Instruct		X		
Compute		X		
Synthesize		X		
Evaluate		X		
Interpersonal Skills				X
Compile			X	
Negotiate		X		

WORK ENVIRONMENT:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Wet or humid conditions (non-weather)	X			
Work near moving mechanical parts	X			
Work in high, precarious places	X			
Fumes or airborne particles	X			
Toxic or caustic chemicals	X			
Outdoor weather conditions		X		
Extreme cold (non-weather)		X		
Extreme heat (non-weather)		X		
Risk of electrical shock	X			
Work with explosives	X			
Risk of radiation	X			
Vibration	X			



VISION DEMANDS:	Required
No special vision requirements.	
Close vision (clear vision at 20 inches or less)	X
Distance vision (clear vision at 20 feet or more)	X
Color vision (ability to identify and distinguish colors)	X
Peripheral vision	X
Depth perception	X
Ability to adjust focus	X

NOISE LEVEL:	Exposure Level
Very quiet	
Quiet	
Moderate	X
Loud	
Very Loud	