

Jordan School District  
**EDUCATION SUPPORT PROFESSIONAL JOB DESCRIPTION**

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Job Title: <b>Social Media and Marketing Specialist (R03)</b>	Job Family: 8
Department: Communications	Lane Placement: 13
Supervisor's Title: Director	Contract: 245 Days
FLSA Classification: <u>Non-Exempt</u>	Hours per Day: 8
Original date: <u>11/24</u> Revised: _____	Revised: _____

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### **GENERAL FUNCTION**

Under the general direction of the director, the **Social Media and Marketing Specialist** is a skilled professional responsible for developing and executing social media strategies, creating engaging content, optimizing District pages and fostering community interaction. With expertise in social media marketing and analytics, this individual is responsible for driving customer engagement, platform traffic, and growth on all platforms. May act as a spokesperson on District issues and supports school/department administrators in communicating to the news media, as needed. Assists in crisis communication procedures with local agencies and municipalities and may take after-hours calls or assignments.

The incumbent is responsible to follow all policies and guidelines as detailed by District policy.

### **ESSENTIAL FUNCTIONS**

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.
- Generate, edit, publish and share daily content (original text, images, video or graphics) that build meaningful connections.
- Set up and optimize District pages within each platform to increase the visibility of the District's social content.
- Monitor and analyze social media metrics to measure the effectiveness of campaigns and adjust strategies accordingly.
- Stay up-to-date with the latest social media trends and best practices to ensure the District's social media presence remains relevant and effective.
- Create professional content for the District website and social media platforms. Produce brochures and marketing information as needed.
- Assist the department in marketing the District programs and local schools to the public. Assist in communicating the District's message through video, social media or other communication forms. Produce and edit video stories.
- Work with individual schools/departments throughout the District to set up/create social media pages.
- Write, review and edit District information/publications that are distributed to internal and/or external audiences.
- May act as a spokesperson to the media on District issues. Develop and maintain a professional working relationship with the news media.
- Support school/department administrators in communicating to the news media, as needed.
- Coordinate crisis communication procedures with local agencies and municipalities and may respond to after hour emergency calls.
- Travel throughout the District and outside the District as needed. Will use own transportation to travel to locations.
- May attend BOE meetings or study sessions and produce Board notes as directed.
- May respond to after hour or emergency situations as needed.
- This position requires punctual and regular daily attendance at assigned work location.

**NON-ESSENTIAL FUNCTIONS**

- Other duties as assigned.
- Serve on District committees as assigned. Attends principal meetings as needed.

- This description should not be construed to contain every function/responsibility that may be required to be performed by an incumbent assigned to this position.
- Incumbent is required to perform other related functions as assigned. Other related functions can be performed for no more than 20% of an employee's normal workweek (i.e. eight (8) hours per week, or thirty-two (32) hours per month).

**QUALIFICATION REQUIREMENTS**

- Incumbent must be fingerprinted and clear a criminal background check.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the education, knowledge and experience requirements; the machine, tools and equipment used; and any licenses or certifications required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

**Minimum Job Qualifications:**

- Requires a High school diploma, GED or equivalent as reviewed by the Department of Human Resources. Verification may be requested.
- Requires a Bachelor's degree in marketing, communication, media or a related communications field plus two years prior work-related experience with demonstrated competence or an equivalent combination of education and experience.
- Requires proven working experience in social media marketing or as a Digital Media Specialist.
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills required.
- Demonstrable social networking experience and social analytics tools knowledge.
- Strong knowledge of online marketing and major marketing channels.
- Requires a positive attitude. Must be detail and customer-oriented with strong multi-tasking and organizational ability.
- Experience as a videographer and editor in video production is preferred.
- Requires strong interpersonal skills both verbal and written.
- Requires ability to meet deadlines and work well under pressure.
- Ability to write news stories, ParentSquare alerts/posts and Board summaries.
- Ability to effectively present information and respond to questions from principals, directors, administration, employees, media or the general public.
- Demonstrated knowledge in computer programs, including Adobe Creative Cloud Suite, still photography and videography.
- Demonstrated competence in being proactive, motivated, organized and results-oriented within a fast-paced, highly demanding environment.
- Must be self-motivated and proactive in completing tasks with minimal direction.
- Past Public Information Officer (PIO) training preferred.
- Requires own reliable transportation to travel to District and other locations.

**NOTE: The Administration reserves the right to require specific training for this position. However, depending upon the type and quality of prior work experience and availability of formal training programs, some exchanges can be made between training and experience.**

**Machines, Tools & Equipment Used:**

- Standard equipment, i.e. computer, phone, copier, video, DSLR camera, etc.

**Physical Requirements – Not limited to the following:**

- Frequent lifting from floor to waist up to 40 pounds and carrying up to 40 pounds.
- Occasional awkward lift / carry up to 25 pounds, climbing/balancing on ladders and working in awkward positions (kneel/crawl). Occasional fine motor dexterity.
- Frequent climbing stairs, sitting, standing, walking and using a keyboard/Mouse.

- Occasional (0-33%)    Frequent (34-66%)    Constant (66-100%)
- Physical ability to perform the essential functions listed above with or without reasonable accommodation.
- Possess the physical, mental and emotional stability to work under stressful condition, including but not limited to: deadlines, contract requirements, inspection requirements and interaction with critical personnel.

**NOTE:** *This list of essential and marginal functions and of physical requirements is not exhaustive and may be supplemented in accordance with the requirements of the job.*