



BRIDGEWATER-RARITAN REGIONAL SCHOOL DISTRICT
Job Description Manual

SECTION	CENTRAL ADMINISTRATION
CATEGORY	CLASSIFIED PERSONNEL
TITLE	DISTRICT WEBMASTER/COMMUNICATIONS SPECIALIST

DESCRIPTION

The district webmaster/communications specialist will develop, oversee and implement a plan in regards to all school district communications and messaging. The district webmaster/communications specialist will develop strategies providing accurate information to all district stakeholders related to school district activities. The District Webmaster/Communications specialist will manage social media throughout the Bridgewater-Raritan Regional School District.

QUALIFICATIONS

1. BA/BS in communications, journalism, marketing, or related field required
2. Three or more years' experience in marketing or communications
3. Extensive knowledge and use of social media in order to build a positive online presence
4. Superior communication, interpersonal and organizational skills
5. Experience establishing and maintaining a positive district brand on social media
6. Demonstrated knowledge of public relations and communication programs
7. Experience planning and producing publications
8. Proficient and competent in current computer technology

REPORTING RESPONSIBILITIES

The District Webmaster/Communications Specialist reports to the Superintendent and designees.

JOB GOAL

The District Webmaster/Communications Specialist's job goal is to promote communication within the school district as well as communication to the larger community. This includes having an accurate, updated, and user-friendly website and the dissemination of strategic and timely communication on behalf of the Board of Education, Superintendent, and the school district in general. As the Communications Specialist, the job



Bridgewater-Raritan Regional School District Job Description

goal also includes building capacity among the administrators and district staff to communicate outward in the most effective way possible.

TERMS OF EMPLOYMENT

12 month employee, Non-Bargaining Unit
Eligible for benefits per Board Policy

PERSONAL EVALUATION

The performance of this job will be evaluated annually in accordance with the NJ State law and the provisions of the board's policy on evaluations.

PERFORMANCE RESPONSIBILITIES

1. Serves as information liaison within the school system and with the news media and school/community organizations.
2. Is responsible for the development and implementation of a plan for internal and external communication to keep all stakeholders informed of district policies, programs, and special events.
3. Participates in review of communications with parents, staff, other agencies, and the community that are required by law or administrative code to ensure compliance.
4. Sets objectives for the district's public information program and plans an annual budget in consultation with school administrators.
5. Coordinates, and/or assists in creation and the distribution of all school district publications and news releases.
6. Responds to requests for public information about the district's policies and programs.
7. Serves as main media liaison for the District.
8. Coordinates and approves all media contact; writes and/assists with all press materials.
9. Recommends to the Superintendent policies to enhance the effectiveness of district communications.
10. Plans and supervises the periodic polling of public opinion regarding the district's schools and/or current issues in education.
11. Serves as an advisor for the development of school budget/referenda presentations and prepares related publications.
12. Develops, composes, edits, produces and distributes informational print materials as required.



Bridgewater-Raritan Regional School District Job Description

13. Serves as webmaster and is responsible for content and development and maintenance of the District website.
14. Maintains and manages the overall brand on social media and is responsible for content development and management of District digital media.
15. Serves as a communication consultant for building principals as needed.
16. Manages the school district's instant alert system.
17. Attends Board of Education and other district meetings as needed.
18. Assists in survey research development of parents, faculty, staff and students on District issues.
19. Maintains all elements of the District communication plan.
20. Performs other related duties as may be assigned by the Superintendent.

PHYSICAL DEMANDS

The physical demands described here 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.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Adopted: 05 April 2022