

SAYREVILLE PUBLIC SCHOOLS DIGITAL MEDIA COORDINATOR

Position: Digital Media Coordinator

Reports to: Superintendent, Assistant Superintendent, and Director of Technology

Hours:

The duties related to this position will be fulfilled outside the contracted work day. The Digital Media Coordinator will be expected to work a minimum of 150 hours beyond his/her contracted work day. He/she will maintain monthly time and activity sheets for the work done as the district's Digital Media Coordinator.

Primary Function:

The Digital Media Coordinator is responsible for overseeing, implementing, and maintaining the district and school, social media sites, email blasts, and communication applications.

Qualifications:

- Demonstrate a working knowledge or have experience with social media usage and implementation (Facebook, Twitter, etc.),
- Expertise with the use of social media and communication applications.
- Excellent written communications skills with a strong attention to detail
- Working knowledge of the school district and community

Major Duties and Responsibilities

- Consistently demonstrate a thorough working knowledge of social media, and communication applications
- Assume responsibility for the oversight of social media, and communication application security and maintenance
- Verify that all content posted to websites, social media, and apps are in compliance with district policies and procedures.
- Verify that all content posted to social media, and applications are in compliance with Section 508 of the Rehabilitation Act of 1973 (29 U.S.C § 794 (d)).
- Prepare and transmit data/images acceptable for inclusion in school and district social media, and communication applications; including: events, calendar, parent/teacher activities, newsletters, news, broadcasts etc.
- Capture digital images (digital camera supplied by Sayreville School District) for inclusion on District and school social media, and communication applications
- Work with district and school administration to manage the district automated notification system
- Work with school and department staff to assist in digital communication needs.

- Monitor and resolve communications to assigned email accounts
- As needed, post emergency closing information to social media platforms
- Monitor all district/school social media platforms to verify accuracy of content and compliance with district policies and State or Federal regulations
- Provide trainings and support to school staff authorized to post to social media platforms
- Coordinate the preparation and timely electronic posting/distribution of all district/school publications and news releases
- Monitor social media traffic and tabulate usage statistics. Provide reports to Director of Technology and Assistant Superintendent of IT and Operations.
- Coordinate the recording, editing, and posting of approved recorded and live stream events
- Work cooperatively with the district technology department to facilitate live streaming services of district and school public events.
- Develop and maintain a schedule of archiving district information that is inactive or outdated
- Work with district staff to ensure compliance with Board of Education policy on students who are able to be photographed
- Work with digital communication vendor to troubleshoot and resolve problems with provided services
- Perform other duties which may be within the scope of his/her stipend as may be assigned by the Superintendent of Schools or designee.

Stipend: \$3000

Terms of Employment: Twelve-month stipend position

Date of Approval/Adoption by Sayreville Board of Education: May 17, 2022