

JOB DESCRIPTION

PATERSON BOARD OF EDUCATION

COMMUNICATIONS
4815 Supervisor of Special Projects
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REVISED

JOB TITLE: SUPERVISOR OF SPECIAL PROJECTS

REPORTS TO: Executive Director of Information Services

NATURE AND SCOPE OF JOB:

The Supervisor of Special Projects will provide broad range support to the district by overseeing a wide variety of Board of Education projects and events and by playing an active role in the district's efforts to utilize online media channels to effectively communicate with a culturally diverse public. The Supervisor of Special Projects will have an in-depth understanding of digital technology, and will help to lead the school district's exploration and usage of new media/social media tools to facilitate two-way communication with key stakeholders. The Supervisor will also oversee content posted on various school web sites, special Board of Education projects and events, prepare literature and reports, attend district events and school programs during the day and evening as needed, and serve as the primary back-up for the Executive Director of Information Services in responding to media inquiries or crisis issues.

QUALIFICATIONS:

The Supervisor of Special Projects shall:

1. Hold a Bachelor's degree from an accredited college or university, Master's Degree or five (5) to ten (10) years of relevant work experience preferred.
2. Have a minimum of three (3) years experience in business, marketing, communications or related field.
3. Have experience in more than one communications/marketing discipline.
4. Demonstrate knowledge and understanding of traditional and digital marketing/media disciplines including social media and web content management systems.
5. Demonstrate strong organizational skills, including the ability to coordinate events, work effectively with keen attention to detail, and manage projects independently.
6. Demonstrate excellent command of the English language, both orally and in writing, using proper grammar and vocabulary, bilingual preferred.

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7. Demonstrate skills in writing, editing, and proofreading communications/public relations materials.
8. Supervise maintenance of media materials, District audio and visual equipment, maintaining archives and acting as advisor on technical matters.
9. Demonstrate resourcefulness and excellent problem solving skills.
10. Demonstrate the ability to use computers and/or electronic equipment to fulfill job functions.
11. Demonstrate excellent interpersonal skills, an enthusiastic attitude, and the ability to relate well with culturally diverse stakeholders including staff, students, parents and community partners.
12. Hold and maintain a valid drivers' license with no serious violations.
13. Have excellent integrity and demonstrate good moral character.
14. Have the ability to work with a diversified school district.
15. Provide proof of United States citizenship or legal resident alien status by completing Federal Form I-9 in compliance with the Immigration Reform and Control Act of 1986.
16. Provide evidence that a criminal record history check has been conducted and clearance has been given by the Department of Education. During the initial six month period provide a sworn statement that the individual has not been convicted of a crime or a disorderly person's offense in accordance with 18A:6-7.1.
17. Provide evidence that health is adequate to fulfill the job functions and responsibilities, with reasonable accommodation pursuant to 42 U.S.C. 12101 and in accordance with N.J.A.C. 6:3-4A.4.
18. Pass the state required Mantoux Intradermal Tuberculin Test as required by N.J.A.C. 6:3-4A.4.
19. Meet such alternatives to the above qualifications as the Superintendent may find appropriate and acceptable.

VERIFICATION OF COMPETENCY:

1. District application and resume.
2. Official College Transcripts.
3. A minimum of three letters of reference from former employers or other professional sources.
4. Demonstration of writing proficiency.
5. Employment interview.

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EMPLOYMENT TERMS:

The Supervisor of Special Projects shall be employed under the following terms:

1. Work year of twelve months.
2. Salary, benefits, leave time and conditions as negotiated.
3. Conditions established by all laws and codes of the State, and all policies, rules, and regulations established by the Board of Education (N.J.S.A. 18A:27-4 et seq. Seq.).

JOB FUNCTIONS AND RESPONSIBILITIES:

The Supervisor of Special Projects shall:

1. Assist with a variety of Board of Education projects and programs.
2. Plan and promote district-wide meetings/events including community forums and special Board of Education events.
3. Provide professional expertise and support pertaining to videotaping and production of school and District events.
4. Explore and develop the district's use of digital technology in order to facilitate two-way communication throughout all district communication efforts.
5. Maintain, update, and continually enhance online vehicles such as new social media tools and ongoing district reports.
6. Oversee efforts to maintain consistent messaging aligned to district priorities throughout all district communication materials.
7. Support district's public relations efforts and serve as the: primary back-up to the Executive Director of Information Services regarding media inquiries and crisis issues; primary back-up to the graphics coordinator for district website postings; primary back-up for issuance of daily newsfeed.
8. Measure and evaluate success of implemented plans and make necessary ongoing changes.

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9. Work with the Communications Director and the Communications team to manage ongoing communication projects, and to create new and dynamic ways to communicate with students, staff, and district stakeholders.
10. Display ethical and professional behavior in working with students, parents, school personnel, and outside agencies associated with the school.
11. Participate in appropriate in-service and workshop programs and attend any required meetings and events during the day, evenings, and weekends.
12. Protect confidentiality of records and information about staff, and use discretion when sharing any such information within legal confines.
13. Adhere to federal statutes and regulations, New Jersey school law, construction codes, State Board of Education rules and regulations, Board of Education policies, procedures, and contractual obligations.
14. Perform any duties and responsibilities that are within the scope of employment as assigned by the Director of Communications and not otherwise prohibited by law or regulation.
15. Protect confidentiality of Superintendent's records and information about staff, and use discretion when sharing any such information within legal confines.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential responsibilities and functions of the job and are not meant to be all inclusive. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential responsibilities and functions of the job.

Unless reasonable accommodations can be made, while performing this job the staff member shall:

1. Use strength to lift items needed to perform the functions of the job.
2. Sit, stand and walk for required periods of time.
3. Speak and hear.
4. Use close vision, color vision, peripheral vision, and depth perception along with the ability to focus vision.

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5. Communicate effectively in English, using proper grammar and vocabulary. American Sign Language or Braille may also be considered as acceptable forms of communication.
6. Reach with hands and arms and use hands and fingers to handle objects and operate technical equipments, computers, and/or controls.

ENVIRONMENTAL DEMANDS:

The environmental demands described here are representative of those that must be met by an employee to successfully perform the essential responsibilities and functions of the job and are not meant to be all inclusive.

1. Exposure to a variety of childhood and adult diseases and illnesses.
2. Occasional exposure to a variety of weather conditions.
3. Exposure to heated/air conditioned and ventilated facilities.
4. Exposure to a building in which a variety of chemical substances are used for cleaning, instruction, and/or operation of equipment.
5. Function in a workplace that is usually moderately quiet but that can be noisy at times.

EVALUATION:

The Executive Director of Information Services shall evaluate the Supervisor of Special Projects in accordance with Policy No. 4220, Regulation No. 4220, this Job Description, and such other criteria as shall be established by the Board of Education.



Approved

12-1-2014

Date