



RANDOLPH TOWNSHIP SCHOOLS JOB DESCRIPTION

TITLE: Communications and Digital Media Specialist
REPORTS TO: Superintendent

QUALIFICATIONS:

1. BA/BS in communications, journalism or marketing required
2. 3 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 technology applications and design tools.
9. Compliance with all statutory regulations and district requirements for securing public school employment is required.

GENERAL DESCRIPTION:

The specialist will develop, oversee and implement a plan with regard to all school district communications and messaging via news delivery, website and social media management. The specialist will collaborate and work with the district's administrative team to maintain a positive brand identity for the school district and its six schools. Public relations services shall not comprise more than fifty (50) percent of the specialist's duties.

ESSENTIAL JOB FUNCTIONS:

1. Provides strategic leadership and oversees the district's communications to highlight the achievements and accomplishments of the students and staff of the schools through coverage on the district website, social media platforms, written communications, and in the local media.
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 and manages public relations activities.
8. Coordinates and approves all media contact; writes and/assists with all press materials.
9. Attends school and community events, when appropriate, to assist with the development of content for the district's website and social media platforms.
10. Recommends to the Superintendent policies to enhance the effectiveness of district communications.

11. Drafts and edits public remarks, speeches, presentations, letters, and commentaries to be delivered or submitted by the Superintendent or other senior leadership reflecting the mission, vision, and goals of the school district.
12. Serves as an advisor for the development of school budget/referenda presentations and prepares related publications.
13. Develops, composes, edits, produces, and distributes images and informational materials as required.
14. Serves as Webmaster and is responsible for maintaining current content and the development and regular maintenance of District website.
15. Collaborates with the School Counseling Department to maintain and update the annual School Profile Report.
16. Maintains and manages the overall brand on social media and responsible for content development and management of District digital media.
17. Serves as a communication consultant for building principals as needed.
18. Manages the school district's instant alert system and sends out messages as needed.
19. Serves as the district point of contact for records retention and compliance.
20. Collaborates with the Business Administrator on the management and compliance of Open Public Records Act (OPRA) and serves as custodian of records in the absence of the Business Administrator.
21. Attends Board of Education and other district meetings.
22. Responds to emergency situations, both during and after normal working hours, for the purpose of receiving and conveying information needed for promoting a positive image of the district during times of crisis.
23. Maintains and regularly updates all elements of the District communication plan.
24. Performs such other tasks and assumes such other responsibilities as assigned by the Superintendent.

WORK YEAR: Twelve-Month Non-Affiliated Support Staff Position
DATE APPROVED: July 17, 2025
APPROVED BY: Board of Education