



Union County Educational Services Commission
45 Cardinal Drive, Westfield, NJ 07090

Job Description

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| TITLE: | IT Support- Public Information Officer | REPORTS TO: | Superintendent or Designee |
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QUALIFICATIONS:

1. Earned High School Diploma. Associate's or Bachelor's Degree preferred.
2. Experience using social media and/or other electronic media for brand awareness and impressions.
3. Excellent knowledge of social media and best practices in utilizing social media.
4. Strong interpersonal communication and collaboration skills.
5. Excellent oral and written communication skills, including grammar, punctuation, spelling and proofreading.
6. Proficiency with Finalsite Website and Communications Platform and best practices for maintaining a district website.
7. Good time management.

GENERAL DESCRIPTION:

The IT Support-Public Information Officer is responsible for overseeing the district website; facilitating the work of the media specialists, and using various channels to keep families and the community informed on district news, events and initiatives.

RESPONSIBILITIES MAY INCLUDE, BUT ARE NOT LIMITED TO:

1. Serve as the social media manager.
2. Oversee district social media programs for all departments.
3. Develop visual representations of school district information to keep the public informed on district news, events, and initiatives.
4. Anticipate and prepare for new trends.
5. Stay up to date with the latest social media best practices and technology.

6. Meet with key staff to discuss new content.
7. Oversee the design and implementation of a robust and engaging website that serves to inform students, parents, staff and the community about district schools and programs.
8. Recruit input and feedback concerning the content and display of web pages and social media sites through regularly scheduled meetings with principals, directors, and all other staff.
9. Coordinate the preparation, design and posting of all district publications, new releases, current events and other information to highlight student accomplishments.
10. Provide guidance and feedback to the media liaisons in all aspects of their jobs.
11. Perform all other duties as assigned.

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| WORKING LOCATION: | Central Office |
| WORK YEAR: | 10 months, Part-time, Not to exceed 29 hours |
| EVALUATION: | Performance of this position will be evaluated in accordance with the Boards policies and procedures on evaluation of personnel. |
| BOARD APPROVED DATE: | |