PINELLAS COUNTY SCHOOL DISTRICT, FLORIDA

PCSB: 7098
Pay Grade: E03

FLSA: Exempt
PTS

COORDINATOR, SOCIAL MEDIA AND MARKETING

MINIMUM QUALIFICATIONS

Bachelor's degree in Marketing, Social Media or related field from an accredited college or university. Demonstrated effective oral and written communication skills. Demonstrated ability to target messages to different audiences. Must possess organizational and analytical skills and ability to work both independently and as a member of a team.

PREFERRED:
Three (3) years of professional experience in Marketing and Social Media.

MAJOR FUNCTION

The Coordinator, Social Media and Marketing is responsible for developing and administering social media content and marketing campaigns that are designed to engage users and create an interactive relationship between stakeholders and the school district. The successful candidate will also be required to collect and review social media analytical data to develop more effective campaigns.

ESSENTIAL RESPONSIBILITIES

- Interfaces with Director, Strategic Communications; General Manager, Multimedia Training; Public Information Officer; Webmaster; and Communications Coordinator to maintain an effective and efficient flow of information to internal and external stakeholders.
- Creates a comprehensive social media strategy which promotes the district's goals, messages and events, increases visibility and delivers district information to external and internal stakeholders.
- Works with the Director, Strategic Communications to develop and implement marketing strategies and campaigns which promote the district's goals and messages, increase visibility and deliver district information to external and internal stakeholders.
- Designs images, banners, bullets, charts, maps, animations and infographics and takes photographs to enhance the clarity and appearance of district social media sites and marketing materials.
- Must possess organizational and analytical skills and ability to work both independently and as a member of a team.
- Uses social media analytics to develop effective campaigns; provides regular analytical data reports to the Director, Strategic Communications.
- Monitors district social media channels and drafts responses as required.
- Facilitates, supports and serves school and department social media participants.
- Develops and executes plans to increase inquiries and enrollments by prospective and current students into existing programs and future program offerings.
- Conceives, plans, coordinates and implements a comprehensive marketing and communications program with the goal of increasing student enrollments.
- Stays abreast of current and emerging technologies and professional trends related to social media and marketing and disseminates information to appropriate employees.
- Participates in staff trainings pertaining to use of social media, marketing, branding, graphic design, writing and editing.
- Works with the Director, Strategic Communications to coordinate the communication and marketing strategies of schools.
- Works with the Office of Strategic Planning and Policy on issues related to social media, marketing and communication policies and strategies.
- Works with the Office of Assessment, Accountability and Research to conduct periodic surveys to measure effectiveness of internal and external communication efforts.
- Interfaces with other departments to ensure that PCS families are made aware of district services and outreach opportunities.

ESSENTIAL RESPONSIBILITIES (CONTINUED)
• Assists the Public Information Officer in answering media inquiries and assisting reporters covering school district activities. • Attends news conferences and other district events. • Attends School Board meetings and workshops when appropriate. • Performs other related duties as required.
TERMS OF EMPLOYMENT
Salary and benefits will be paid consistent with the district's approved compensation plan. The district shall establish the length of the work year and hours of employment. *Performance of the job will be evaluated in accordance with the provisions of the school board's policy on evaluation of personnel.* *The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities and duties required of those in this classification.*
HISTORY OF JOB CLASSIFICATION
ISSUED: 11/15/19 LM; BOARD APPROVED: 01/28/20

COORDINATOR, SOCIAL MEDIA AND MARKETING

WORKING CONDITIONS & PHYSICAL EFFORT:	Seldom Or Never	Monthly	Weekly	Daily	Hourly
1. Lift objects weighing up to 20 pounds			X		
2. Lift objects weighing 21 to 50 pounds	X				
3. Lift objects weighing 51 to 100 pounds	X				
4. Lift objects weighing more than 100 pounds	X				
5. Carry objects weighing up to 20 pounds			X		
6. Carry objects weighing 21 to 50 pounds	X				
7. Carry objects weighing 51 to 100 pounds	X				
8. Carry objects weighing 100 pounds or more	X				
9. Standing up to one hour at a time				X	
10. Standing up to two hours at a time			X		
11. Standing for more than two hours at a time		X			
12. Stooping and bending		X			
13. Ability to reach and grasp objects				X	
14. Manual dexterity or fine motor skills					X
15. Color vision, the ability to identify and distinguish colors					X
16. Ability to communicate orally					X
17. Ability to hear					X
18. Pushing or pulling carts or other such objects		X			
19. Proofreading and checking documents for accuracy					X
20. Using a computer to enter and transform words or data					X
21. Using various technology tools					X
22. Working in a normal office environment with few physical discomforts					X
23. Working in an area that is somewhat uncomfortable due to drafts, noise, temperature variation, or other conditions		X			
24. Working in an area that is very uncomfortable due to extreme temperature, noise levels, or other conditions	X				
25. Working with equipment or performing procedures where carelessness would probably result in minor cuts, bruises or muscle pulls	X				
26. Operating automobile, vehicle, or van			X		
27. Other physical, mental or visual ability required by the job	X				