

Columbia Public Schools

Excellence in Education for All Students

Job Description

POSITION PROPERTIES

Position Title: Social Media and Digital Marketing Specialist

Schedule / Grade: Salaried Support / 4

Job Code: 01ADSUP588

FLSA: Exempt

Calendar: ADSUP-S

Benefits: Eligible (Retirees not Eligible)

Contract Type: Notification

Bargaining Unit: None

Revised Date: 02/04/2026

PURPOSE

The Social Media and Digital Marketing Specialist plays a key role in shaping the digital presence and storytelling of Columbia Public Schools. This position is responsible for developing, implementing, and overseeing a comprehensive social media and digital marketing strategy that aligns and supports district-wide marketing goals, engages diverse audiences, and strengthens community trust.

ESSENTIAL RESPONSIBILITIES AND DUTIES

- Lead the planning, ideation, and management of the district's content calendar aligned with the district's overall strategic communications, marketing objectives, campaigns, and key initiatives.
- Partner and host regular meetings with school and district contacts to strengthen district-wide social media standards and community engagement and to identify top priority social content to integrate into a social media planning and a content calendar that includes district events, school spotlights, and key campaigns to ensure timely and coordinated promotions.
- Develop and manage paid media advertising campaigns to drive awareness, engagement, and enrollment.
- Create high-quality digital content, including photos, videos, reels, and graphics from on-site school events, district programs, and community activities. Use available tools and resources to produce and publish compelling content for assigned platforms.
- Serve as a member of the district's Community Relations team and collaborate with team members to ensure consistent branding, storytelling, and message alignment across platforms. Collaborate with district staff, schools, departments, and community partners to plan and distribute information across multiple communication platforms.

- Partner with school-based staff to train, support, and oversee content execution at the school, department, and/or program level.
- Develop, implement, and manage the district's social media strategy, including content creation, timely posting, audience engagement, and crisis communication protocols. Post approved statements during emergency situations under guidance from Communications leadership.
- Ensure all posted content complies with FERPA, student media consent rules, and district privacy protocols.
- Monitor comments, direct messages, and community groups daily to identify misinformation, emerging issues, rumors, or parent concerns and if necessary, respond to community questions within set turnaround times, or route questions to appropriate departments (Enrollment, Transportation, Student Services, Special Services, etc.).
- Ensure content across assigned platforms is accurate, current, and aligned with the district's strategic communications, marketing, and brand identity, including event coverage and social storytelling (photo/video as needed).
- Monitor, analyze, and report on social media performance metrics to inform content strategy and optimize engagement outcomes. Monitor and evaluate content and campaign performance; summarize results and adjust strategies for continual improvement.
- Stay current with social and digital trends, recommending new strategies to enhance the district's online presence and community connection. Maintain professional learning in emerging technologies and best practices in communications.
- Deliver high-quality customer service and effective communications for internal and external audiences.

Perform other duties as necessary to support the mission and vision of Columbia Public School District.

DISTRICT EXPECTATIONS

All employees of the District are expected to adhere to the policies and regulations of the Board of Education, maintain appropriate certification and competencies necessary for the position, and demonstrate the values of the district at all times. For information on policies, regulations and values, visit <http://www.cpsk12.org>.

REPORTING RELATIONSHIPS

Reports To: Chief Communications Officer

Supervises: None

QUALIFICATIONS

Minimum:

Bachelor's degree in journalism, communications, marketing, digital media, or related field. 3–5 years of professional experience managing media platforms for a brand, organization, school district, or public government entity.

Preferred:

Master's degree in journalism, communications, marketing, digital media or related field or accreditation in public relations. 5+ years of professional experience managing media platforms for a brand, organization or public entity. Experience with managing media platforms for a school district.

Ideal: Proven experience developing social media and marketing campaigns, paid ads, and multimedia content. Strong proficiency in media management tools, analytics platforms, and creative software (e.g., Meta Business Suite, Canva, Adobe Suite, including Premier or other similar video editing software). Excellent writing, storytelling, and project management skills. Ability to manage multiple projects simultaneously in a fast-paced, collaborative environment. Passion for public education and community engagement.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

ADA REQUIREMENTS

Language: Present information to teachers, staff, other administrators, and boards. Respond to common questions and concerns. Interview students, staff, and teachers. Read, analyze, and interpret professional journals, memoranda, policies, administrative procedures, and statutes. Write business correspondence, including staff memoranda and newsletter articles. Keep information confidential when required by law, policy, or the nature of a particular situation.

Computation: Work with mathematical concepts, such as probability and statistical inference, and analyze data for instruction. Apply concepts such as fractions, percentages, ratios and proportions to practical situations. Perform computer word processing (including spreadsheets) and internet research. Access and create reports using the District's student information software and databases.

Reasoning: Define problems, collect data, establish facts, and draw valid conclusions. Solve a variety of problems in many different situations. Interpret instructions presented in written, oral, diagram or schedule form. Demonstrate executive functions such as planning, organizing, remembering, and regulating information and behavior as they pertain to student performance and achievement.

Technology: Present information using a variety of media/technology sources. Access and create reports using the District's student information software and databases. Readily utilize smart boards, projectors and other instructional technology provided by the district. Adhere to all District policies and procedures regarding technology use. These are essential functions of the job.

Physical demands: Requires sedentary work involving standing or walking for brief periods, exerting up to 10 pounds of force on a regular basis, and considerable dexterity in operating office equipment. Consistent and regular attendance is an essential function of this position including attending Board meetings, student activities and events. Weekends or evening hours is common.

Environmental conditions: The work environment is consistent with a typical office environment; however, they will occasionally be outside in temperatures below freezing and above 100 degrees. The individual who holds this position is frequently required to work irregular or extended hours. Prospective and current employees with disabilities are encouraged to contact human resources to discuss reasonable accommodations to perform the essential job functions.

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Equal Opportunity Employer