Specialist, Communications and Marketing

Department: Communications and Government Relations
Job Code: 5176

FLSA: ☑ Exempt  ☐ Non-Exempt
Salary Schedule: 80N

Reports To: Director of Communications and Government Relations
Work Days: 245 Days

Board Approved Date: June 21, 2016
Work Hours: 7.5 hrs/day

JOB GOAL: Assist in all aspects of support, development, and distribution of communication, district initiatives, and activities utilizing print and electronic media platforms. Assemble, write, and edit information for release to the public and media concerning issues that relate to the district.

ESSENTIAL DUTIES & RESPONSIBILITIES:
The following statements of duties and responsibilities are intended to describe the general nature and level of work being performed by individuals assigned to this position. These statements are not intended to be an exhaustive list of all duties and responsibilities required of all personnel within this position.

1. Lead marketing activities for school choice and educational option programs and track results.
2. Collaborate with various departments for improving the marketing activities for the District.
3. Conduct assessments of the district’s communication and marketing programs and recommend changes when needed.
4. Coordinate with department staff to ensure effective and relevant communication efforts.
5. Assist in the production of written newsletters, press releases, memoranda, and articles.
6. Assist with managing content for the district’s various social media sites and related communication platforms to share relevant information aimed at highlighting students, staff, and district accomplishments.
7. Assist in the day-to-day operations and activities of the department.
8. Perform other duties as assigned.

MINIMUM REQUIREMENTS:
Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the incumbent will possess the abilities or aptitudes to perform each duty successfully. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

KNOWLEDGE, SKILLS & ABILITIES:
- Ability to lead a successful marketing campaign
- Knowledge of current trends in communication and marketing
- Knowledge of social media, with a command of each network and their best practices
- Knowledge of related federal, state, and local rules, regulations, statutes, and policies governing communication and social media
- Ability to analyze data and use data-driven decisions making to implement effective programs.
- Ability to work collaboratively with others and facilitate groups to consensus.
- Excellent oral and written communication skills including telephone etiquette, grammar, proofreading, and copyrighting abilities
- Ability to communicate effectively with a variety of audiences, orally and in writing, including electronic media
- Ability to organize, prioritize, manage and carry out duties efficiently and within established timeframes
- Knowledge of and experience with personal computers and programs, such as word processing programs, spreadsheets, and databases.

EDUCATION, TRAINING & EXPERIENCE:
- Bachelor’s Degree from an accredited institution in communications, marketing, public relations or related field
- Three years’ experience in communications, marketing, public relations, or journalism
  OR
- Any equivalent combination of education and experience, which provides the required knowledge, skills, and abilities to perform the essential duties and responsibilities of the position.

CERTIFICATES, LICENSES, & REGISTRATIONS:
- none
PREFERRED QUALIFICATIONS:
- Experience in marketing programs, communications, or public relations, preferably in an education-related industry.

SUPERVISORY RESPONSIBILITY: None

PHYSICAL REQUIREMENTS *(Describes physical conditions of this position)*:

<table>
<thead>
<tr>
<th>Classification</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>☑ Sedentary Work</td>
<td>Exerting up to 10 pounds of force occasionally and/or a negligible amount of force to lift, carry, push, pull or move objects. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.</td>
</tr>
<tr>
<td>☐ Light Work</td>
<td>Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force frequently. If the use of arm and/or leg controls require exertion of forces greater than that for sedentary work and the worker sits most of the time, the job is rated as Light Work.</td>
</tr>
<tr>
<td>☐ Medium Work</td>
<td>Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently and/or up to 10 pounds of force constantly to move objects.</td>
</tr>
<tr>
<td>☐ Heavy Work</td>
<td>Exerting up to 100 pounds of force occasionally, and/or up to 50 pounds of force frequently, and/or up to 20 pounds of force constantly to move objects.</td>
</tr>
<tr>
<td>☐ Very Heavy Work</td>
<td>Exerting in excess of 100 pounds of force occasionally, and/or in excess of 50 pounds of force frequently, and/or in excess of 20 pounds of force constantly to move objects.</td>
</tr>
</tbody>
</table>

PHYSICAL ACTIVITY:
*(Physical activities of the job are listed below and are with or without accommodations for disabilities for this position. Frequency of each applicable activity is noted according to the following: R = Regularly; F = Frequently; O = Occasionally, S = Seldom)*

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>R Sitting</td>
<td>Resting with the body supported by the buttocks or thighs</td>
</tr>
<tr>
<td>F Standing</td>
<td>Assuming an upright position on the feet particularly for sustained periods of time</td>
</tr>
<tr>
<td>F Walking</td>
<td>Moving about on foot to accomplish tasks, particularly for long distances</td>
</tr>
<tr>
<td>S Climbing</td>
<td>Ascending or descending ladders, stairs, scaffolding, ramps, poles, etc. using feet and legs and/or hands and arms</td>
</tr>
<tr>
<td>S Balancing</td>
<td>Maintaining body equilibrium to prevent falling when walking, standing or crouching on narrow, slippery or erratically moving surfaces</td>
</tr>
<tr>
<td>O Bending</td>
<td>Lowering the body forward from the waist</td>
</tr>
<tr>
<td>O Stooping</td>
<td>Bending body downward and forward by bending spine at the waist through the use of the lower extremities and back muscles.</td>
</tr>
<tr>
<td>O Kneeling</td>
<td>Bending legs at knee to come to a rest on knee or knees.</td>
</tr>
<tr>
<td>S Crouching</td>
<td>Bending the body downward and forward by bending leg and spine</td>
</tr>
<tr>
<td>S Crawling</td>
<td>Moving about on hands and knees or hands and feet</td>
</tr>
<tr>
<td>F Twisting</td>
<td>Moving body from the waist using a turning motion.</td>
</tr>
<tr>
<td>O Reaching</td>
<td>Extending hand(s) and arm(s) in any direction</td>
</tr>
<tr>
<td>O Pushing</td>
<td>Using upper extremities to press against something with steady force in order to thrust forward, downward or outward</td>
</tr>
<tr>
<td>O Pulling</td>
<td>Using upper extremities to drag, haul or tug objects in a sustained motion</td>
</tr>
<tr>
<td>O Lifting</td>
<td>Raising objects from a lower to a higher position or moving objects horizontally from position-to-position through the use of the upper extremities and back muscles</td>
</tr>
<tr>
<td>R Finger Dexterity</td>
<td>Picking, pinching, typing or otherwise working primarily with fingers rather than with the whole hand or arm</td>
</tr>
<tr>
<td>F Grasping</td>
<td>Applying pressure to an object with the fingers and palm</td>
</tr>
</tbody>
</table>
WORKING CONDITIONS:
(Conditions the worker will be subject to in this position with or without accommodations for disabilities. Indicate all that apply to the position with an ‘X’. Please note that there can be more than one condition.)

- Outdoors
  The worker is subject to outside environmental conditions. There is not effective protection from weather conditions such as wind, moisture, sunlight, extreme temperature changes, etc.

- Indoors
  The worker is subject to inside environmental conditions. There is protection from weather conditions but not necessarily from temperature changes.

- Indoors and Outdoors
  The worker is subject to both environmental conditions. Activities occur inside and outside.

- Cold
  The worker is subject to extreme cold. Temperatures are below 32 degrees for periods of more than one hour.

- Heat
  The worker is subject to extreme heat. Temperatures are above 100 degrees for periods of more than one hour.

- Noise
  The worker is subject to noise. There is sufficient noise to cause the worker to shout in order to be heard above the ambient noise level.

- Vibration
  The worker is subject to vibration. There is exposure to oscillating movements of the extremities or whole body.

- Hazards
  The worker is subject to hazards. This includes a variety of physical conditions, such as proximity to moving mechanical parts, electrical current, working on scaffolding and high places and exposure to high heat or chemicals.

- Atmospheric Conditions
  The worker is subject to atmospheric conditions. One or more of the following conditions affect the respiratory systems or the skin: fumes, odors, mists, gases or poor ventilation.

- Oils
  The worker is subject to oils. There is air and/or skin exposure to oils and other cutting fluids.

- Respirator
  The worker is required to wear a respirator.

- None
  The worker is not substantially exposed to adverse environmental conditions (such as in typical office or administrative work).

- Other

MACHINES, TOOLS, EQUIPMENT:
(Machines, tools, equipment, electronic devices, vehicles, etc, used in this position.)

General office equipment, including personal computers, fax machines, copiers, telephones, etc.

Pasco County School District will provide reasonable accommodations to qualified individuals with disabilities to allow them to perform the essential functions of the job when such individuals request an accommodation.