

Cooperstown Central School District Job Description

Title: Part Time Electronic Media Coordinator

This is a part time, annually appointed position, open to all school employees and/or community members recommended by the Superintendent of Schools to the Board of Education. The compensation is set at \$3,500 per year (July 1 through June 30) and the appointee is directly responsible to the Superintendent of Schools and the District Public Relations, Policy and Extra-curricular Committee, as it pertains to specific matters of Public Relations. The person appointed to this position is expected to collaborate with faculty and staff to take initiative on matters of District public relations including **website audit/maintenance/posting and social media posting/maintenance**. If the appointee is an employee, all work will be done beyond the school day.

Distinguishing Features of the Position:

This position requires a highly organized, communicative person with excellent writing skills and good judgment in crafting, monitoring and disseminating information within District-owned public forums.

Performance Responsibilities:

- Collaborate on an electronic media/public relations plan, in collaboration with the District Office
 - ✓ Establish timelines
 - ✓ Collection and organization of news/articles/other contributions
 - ✓ Writing material
 - ✓ Photography, graphics
 - ✓ ADA Compliance
 - ✓ Creation (*layout and graphics*)
- Website and Social Media
- Monitor quality and safety of website and social media outlets
- Inform District authorities of necessary or concerning information on District electronic properties

Evaluation:

The Superintendent of Schools will evaluate performance of the person in this position.

Adopted:

October 16, 2019
Cooperstown Central School District
Regular Board of Education Meeting

October 28, 2019