



*Every Student Matters, Every Moment Counts*

**Morton School District #214**

**Home of the Timberwolves!**

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[www.morton.k12.wa.us](http://www.morton.k12.wa.us)

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**Morton Jr/Sr High School**

152 Westlake Ave. ~ Morton, WA, 98356

p: 360-496-5137 ~ f: 360-496-6035

**Morton Elementary School**

400 Main Ave. ~ Morton, WA, 98356

p: 360-496-5143 ~ f: 360-496-0327

Job Title: **Social Media Manager**

Reports To: **Superintendent**

**Job Summary**

Oversees the operational planning, establishment, execution, and evaluation of ongoing and sustainable social media communications. Produces relevant content for various social media sites for targeted audiences.

Oversees and provides leadership to staff contributing to content production. Ensures all online venues are updated and maintained consistently to maintain a positive online presence. Serves as the subject matter expert on social media and online content management.

**Essential Duties and Responsibilities**

Essential duties of this position include the following. Employees in this position perform some or all of the following tasks. Other duties may be assigned.

1. Complies with the applicable District, state, local, and federal laws, rules, and regulations.
2. Follows and maintains knowledge of all District policy(ies) and procedures.
3. Professionally represents the school and the District in interactions with parents, community, staff, and students.
4. Appropriately maintains and secures confidential records and inquiries.
5. Attends meetings and appointments regularly and is punctual.
6. Completes required paperwork in a specified time and manner.
7. Manages all supplies and equipment issued by the District.
8. Promptly reports any serious accident or illness affecting students in the teacher's charge or any incident that might affect schools, teachers or students therein.
9. Takes all responsible precautions to provide for the health and safety of the students and to protect equipment, materials, and facilities.
10. Writes, edits, and manages all social media related content.
11. Launches and manages social media presence on Facebook, Twitter, Instagram, and/or other relevant social networking sites.
12. Monitors any mention of the organization found online; tracks alerts and monitors social media sites around the clock via mobile devices.
13. Manages online discussions promptly and crafts responses to blogs, other social media sites, and online news outlets.
14. Performs miscellaneous job-related duties as assigned.

**Marginal Duties and Responsibilities**

Marginal duties of this position include the following. Employees in this position perform some or all of the following tasks. Other duties may be assigned.

*The Morton School District does not discriminate in any programs or activities on the basis of sex, race, creed, religion, color, national origin, age, veteran or military status, sexual orientation, gender expression or identity, disability, or the use of a trained dog guide or service animal and provides equal access to the Boy Scouts and other designated youth groups. The following employees have been designated to handle questions and complaints of alleged discrimination: Title IX Coordinator/ADA Coordinator/Civil Rights Compliance Coordinator and Superintendent John Hannah, 152 Westlake Avenue, Morton, WA, 98356, 360-496-5300, [jhannah@morton.k12.wa.us](mailto:jhannah@morton.k12.wa.us), or Section 504 Coordinator Becky Brooks, 152 Westlake Avenue, Morton, WA, 98356, 360-496-5137, [bbrooks@morton.k12.wa.us](mailto:bbrooks@morton.k12.wa.us).*

1. Attend in-service training, staff meetings, or other appointments as requested by supervisor.

### **Supervisor Responsibilities**

All school employees have some responsibility for supervising students and maintaining a safe environment.

### **Qualifications**

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, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Education and/or Experience:** Prior successful experience in managing the social media presence of entities is highly preferred. Must have a high school diploma or GED.
- **Interpersonal Skills:** Works well with others from diverse backgrounds. Focuses on solving conflict; maintaining confidentiality; listening to others without interrupting; keeps emotions under control; remains open to others' ideas and contributing to building a positive team spirit. Demonstrated ability to successfully work with and teach adolescent students, with and without a variety of needs.
- **Language Skills:** Ability to communicate fluently verbally and in writing in English. Ability to effectively present information and respond effectively to questions in one-on-one, small group, large group, and social media situations. Ability to read and interpret documents such as safety rules, procedure manuals, and governmental regulations. Ability to write routine reports and correspondence. Ability to make effective and persuasive communication in writing through various formats.
- **Mathematical Skills:** Ability to work with mathematical concepts such as probability and statistical inference, and fundamentals of plane and solid geometry and trigonometry. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.
- **Reasoning Ability:** Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to respond to situations proactively. Ability to interpret various technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.
- **Computer Skills:** General knowledge of computer usage and ability to use: email, internet, and word processing software, spreadsheets, Google Docs and Microsoft Office. Ability to type accurately and proficiently.
- **Other Skills and Abilities:** Demonstrated knowledge of child growth and development at each level of instruction and of the social, emotional, physical, and cognitive development of all district students. Possess knowledge of effective behavior management methods. Ability to meet timelines and exercise good judgment while working in a dynamic environment.
- **Certificates, Licenses, Registrations:** Certificates as determined by the District. Must have a valid Washington Driver License.

### **Physical Demands**

The physical demands described here represent those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to walk; stand; sit; use hands for fine manipulation, handle or free and reach with hands and arms using a keyboard and video display terminal. The employee is occasionally required to stoop, kneel or crouch. The employee must regularly lift and/or move up to 50 pounds and occasionally up to 100 pounds. The employee may occasionally climb stairs, ropes, or ladders. Specific vision abilities required by this job include close vision, distance vision, ability to adjust focus, and peripheral vision.

### **Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The work environment for this position is predominantly remote.

**Other**

n/a

**Note:** This is not necessarily an exhaustive or all-inclusive list of responsibilities, skills, duties, requirements, efforts, functions, or working conditions associated with the job. This job description is not a contract of employment or a promise or guarantee of any specific terms or conditions of employment. The school district may add to, modify or delete any aspect of this job (or the position itself) at any time as it deems advisable.