



ANDES CENTRAL SCHOOL DISTRICT

JOB DESCRIPTION

POSITION:

Social Media/Community Relations Specialist

REPORTS TO:

Superintendent

SCHOOL BOARD APPROVAL DATE:

June 8, 2020

FLSA STATUS:

Non-exempt

TERMS OF EMPLOYMENT:

In accordance with school calendar and board policy

EVALUATION:

In accordance with approved policy

SUPERVISORY RESPONSIBILITIES:

SUMMARY:

This person performs general and specialized duties as assigned by the Superintendent. These duties relate to effective and efficient communications regarding the Andes Central School District.

QUALIFICATION/BASIC JOB REQUIREMENTS:

1. High School Diploma or GED
2. Work experience with a wide range of software programs
3. Ability to handle multiple tasks at one time
4. Excellent written and oral communication skills
5. Strong organizational, customer-service and team working skills
6. Ability to analyze and problem-solve under pressure

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Create, manage, and develop posts, pages, and applications on the website/mobile app/social media.
2. Responsible for website/mobile app/social media news and photos.
3. Create, manage, and develop consistent content to ensure ease of use and proficient marketing.
4. Coordinate with administration and staff to update, maintain, and manage content and information.
5. Perform troubleshooting and design resolutions for website issues.
6. Participate in ongoing educational training.
7. Plan, implement, and monitor all platforms to improve image and usage.
8. Responsible for developing and implementing our Social Media strategy in order to increase the District's online presence and improve marketing efforts.
9. Stay up to date with best practices and technologies.
10. Collaborate with Marketing and Product Development teams with the website provider.
11. Performs other tasks and assumes other duties that may be assigned.

WORKING 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 noise level in the work environment is usually moderate to loud. Duties are performed indoors and occasionally outdoors. The employee must be able to work effectively with a myriad of teachers, administrators, parents, and various outside groups.

PHYSICAL DEMANDS: The physical demands described are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, talk, and hear. The employee is occasionally required to stand, walk, climb or balance, stoop, kneel, crouch and crawl. The employee must occasionally push or lift up to 50 pounds such as boxes and carts. Frequent keyboarding and repetitive motions with wrists, hands and fingers are required for this position. The employee is directly responsible for the safety, well being, or work output of other people. Specific vision abilities required by this job include close vision such as to read handwritten or typed material, and the ability to adjust focus. The position requires the individual to meet multiple demands from several people and interact with the public and other staff.

The information contained in this job description is for compliance with the American with Disabilities act (A.D.A.) and is not an exhaustive list of the duties performed for this position.