

SCHOOL DISTRICT OF SARASOTA COUNTY

JOB DESCRIPTION

SOCIAL MEDIA STRATEGIST

SALARY SCHEDULE: ADMINISTRATIVE – J

COST CENTER: COMMUNICATIONS AND COMMUNITY RELATIONS DEPARTMENT (9075)

QUALIFICATIONS:

- (1) Bachelor of Science or Bachelor of Arts Degree from an accredited educational institution in Journalism, Communications, Public Relations, Marketing, or related discipline.
- (2) Minimum of three (3) years professional experience in one (1) of the above fields.

KNOWLEDGE, SKILLS AND ABILITIES:

Strong oral and written communications skills. Organized and detail-oriented. Working knowledge of digital and social media communications, including SEO and target audience marketing. Strong interpersonal skills. Demonstrated creativity and initiative. Ability to independently identify, plan, organize and prioritize activities required to complete assignments. Integrated multi-platform communications planning. Ability to work in a fast-paced environment. Graphic arts, Adobe CS, and/or photography experience desired. Community engagement a plus.

REPORTS TO:

Manager, Digital Communications

JOB GOAL

To provide support for effective internal and external social media communications and community relations, and to assist in the development of a visible and consistent position of Sarasota County Schools as an efficient, successful, student-centered service organization.

SUPERVISES:

N/A

PERFORMANCE RESPONSIBILITIES:

Assists the Manager of Digital Communications to:

- (1) Design and implement impactful social media communications campaigns that support the efforts of the Communications and Community Relations department and school district.
- (2) Monitor social media channels for the school district to shape and inform key audiences through engaging and relevant messaging.
- (3) Develop ongoing messages across social media channels such as Facebook, Twitter, Instagram, LinkedIn, YouTube and others and ensure brand integrity across channels.
- (4) Collaborate with the communications team to develop social media content that informs, engages and inspires key stakeholders.
- (5) Establish and maintain a department editorial calendar to ensure consistent and integrated messaging across platforms.
- (6) Collaborate with the crisis communications team to inform the general public about emergency situations related to the school district.
- (7) Recommend paid media acquisition strategies to grow online communities.
- (8) Utilize social media listening tools to monitor and analyze social media channels to develop ongoing reports and fulfill key performance metrics.
- (9) Work with community partners to lift and promote their efforts to improve student outcomes.

- (10) Support schools to effectively establish and implement school-based social media communications.
- (11) Maintain a network of contacts and peer support through professional organizations.
- (12) Ability to plan, analyze, organize and prioritize activities to follow written and oral instructions.
- (13) Perform as directed other tasks consistent with the goals and objectives of this position.
- (14) Every Sarasota County Schools employee has emergency response responsibilities, though not every position will require routine assignments during an emergency event. All employees are subject to recall around the clock for emergency response operations, which may require irregular work hours, work at locations other than the normal work location, and may include duties other than those specified in the employee's official job description. Assignments in support of emergency operations may be extensive in nature, with little advance notice, and may require employees to relocate to emergency sites with physically and operationally challenging conditions

PHYSICAL REQUIREMENTS:

Light Work: Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force as frequently as needed to move objects.

TERMS OF EMPLOYMENT:

Salary and benefits shall be paid consistent with the District's approved compensation plan.

Length of the work year and hours of employment shall be those established by the District.

EVALUATION:

Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.

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