



## Social Media Marketing Specialist

### Purpose Statement

The job of Social Media Marketing Specialist is done for the purpose/s of working directly with the Director of Communications to develop, coordinate, implement, and monitor a marketing and communications plan for Provo City School District. This position includes giving assistance in all aspects of public information and community relations. Responsibilities include developing strong relationships with the district employees; creating and coordinating information for internal communications; monitoring key metrics, and overseeing the district's social media efforts.

This job reports to Director of Communications

### Essential Functions

Assists in the creation and oversight of the the content of the District's website for the purpose of ensuring that information is distributed in a timely and accurate manner.

Assists with the development, printing and mailing of collateral material (e.g. video production, District website, brochures, flyers, newsletters, newspapers, social media, etc.) for the purpose of promoting District goals and initiatives.

Manages the Content Managers in each school (18 total) within Provo City School District for the purpose of ensuring proper oversight and use of social media throughout the District.

Manages the creation and posting of daily stories to the district website for the purpose of ensuring that information is distributed in a timely and accurate manner.

Manages the creation and distribution of the Weekly Notification staff email and the Community Newsletter for the purpose of ensuring accountability and transparency with district employees.

Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

Provides researched information, and social media analytics to the Director of Communications for the distribution of news releases to the media for the purpose of clearly articulating District goals, initiatives, and to aid in the development of future marketing strategies, and decisions.

Researches innovative and successful communication practices to be implemented in the practices of the Communication Department for the purpose of enhancing the day-to-day operations of the department.

Understands and clearly and accurately communicates key metrics, business, scholastic, procedural and other relevant information to internal staff, students, and parents for the purpose of ensuring common understandings of District-related issues.

Assists in directing the District's social media initiatives for the purpose of ensuring appropriate and relevant use of social media sites.

Assists in the management of the Communications Department budget for the purpose of managing the needs of the department according to district and state policy.

Attends work regularly to fulfill duties specific to the assignment for the purpose of providing quality educational experiences and continuity for assigned students, parents, and the overall school community.

Attends School Board meetings and workshops for the purpose of assisting the Board of Education and District leadership with District Goals and Objectives.

Creates a comprehensive social media strategy which promoted district goals, messages, and events for the purpose of delivering information and increasing visibility to both internal and external stakeholders.

Identify community insights and trends to inform content strategy and make recommendations for the purpose of providing critical information to district patrons in a professional and responsive manner.

Serves as content manager for the district social media platforms for the purpose of ensuring that information is distributed in a timely and accurate manner.

### **Other Functions**

Assists as needed, in providing marketing and public relations trainings to administrative and support staff for the purpose of improving District-wide public relations.

Assists in the development of the district's internal communications plan for the purpose of creating a positive perception of the District and to meet the information needs of the district's internal stakeholders.

Assists with the planning and organization of Foundation events such as Evening of Excellence and Golf Tournament for the purpose of obtaining funds for after school programs, Camp Big Springs, and employee recognitions.

Assists in the creation and marketing of comprehensive public relations campaigns promoting bond elections or other voter initiatives for the purpose of accurately educating Provo City voters regarding the needs of the district.

Monitors news agencies and other agencies/websites for content about or related to Provo City School District for the purpose of identifying when the district is being discussed in the media.

Serves on district committees including, but not limited to, the Celebrations Committee for the purpose of enhancing employee relations.

### **Job Requirements: Minimum Qualifications**

#### **Skills, Knowledge and Abilities**

SKILLS are required to perform single, technical tasks with a potential need to upgrade skills in order to meet changing job conditions. Specific skill based competencies required to satisfactorily perform the functions of the job include: analyzing data; classifying data and/or information; operating standard office equipment and office technology; planning and managing projects; promoting activities and/or events; using pertinent software applications.

KNOWLEDGE is required to perform advanced math; read technical information, compose a variety of documents, and/or facilitate group discussions; and analyze situations to define issues and draw conclusions. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: Marketing and Social media principles, job-related codes/laws/rules/regulations/policies; knowledge of community resources; industry experience - minimum of 3 years.

ABILITY is required to schedule activities, meetings, and/or events; often gather, collate, and/or classify data; and use job-related equipment. Flexibility is required to independently work with others in a wide variety of circumstances; analyze data utilizing defined but different processes; and operate equipment using standardized methods. Ability is also required to work with a diversity of individuals and/or groups; work with data of widely varied types and/or purposes; and utilize a variety of job-related equipment. Problem solving is required to identify issues and create action plans. Problem solving with data requires analysis based on organizational objectives; and problem solving with equipment is limited to moderate. Specific ability based competencies required to satisfactorily perform the functions of the job include: accuracy and attention to detail; adapting to changing work priorities; analyzing issues and determining appropriate course of action; communicating with diverse groups; diffusing argumentative behavior; maintaining confidentiality; meeting deadlines and schedules; working as part of a team; working extended hours; working with detailed information/data.

#### **Responsibility**

Responsibilities include: working independently under broad organizational policies to achieve organizational objectives; leading, guiding, and/or coordinating others; operating within a defined budget. Utilization of resources

from other work units is often required to perform the job's functions. There is some opportunity to impact the organization's services.

**Work Environment**

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling, and some fine finger dexterity. Generally the job requires 40% sitting, 40% walking, and 20% standing. This job is performed in a generally clean and healthy environment.

**Experience:** Job related experience with increasing levels of responsibility is required.

**Education:** Bachelors degree in job-related area.

**Equivalency:** Three years of industry experience required.

**Required Testing:**

Pre-Employment Proficiency Test

**Certificates and Licenses**

**Continuing Educ. / Training:**

Continuing Education Requirements  
Required to work some evenings and weekends.

**Clearances**

Criminal Justice Fingerprint/Background Clearance

**FLSA Status**

Exempt

**Approval Date**

11/23/2021

**Salary Grade**

Level 1