

## SCHOOL DISTRICT OF SARASOTA COUNTY

### JOB DESCRIPTION

#### [ONLINE COMMUNICATIONS SPECIALIST] DIGITAL COMMUNICATIONS MANAGER

**SALARY SCHEDULE: ADMINISTRATIVE – [G] - M**

**COST CENTER: COMMUNICATION AND COMMUNITY RELATIONS: (9075)**

**QUALIFICATIONS:**

- Bachelor's Degree or equivalent experience in graphic design, information technology, electronic media, advertising, communications or marketing.
- Two (2) years full-time experience in website design, content development and maintenance.
- Experience in design, production and distribution of various electronic media.
- Preferred: Experience with public school or other public agency websites; experience in a variety of electronic survey and information-gathering processes.

**KNOWLEDGE, SKILLS AND ABILITIES:**

- Excellent verbal, written and interpersonal communication skills.
- Familiarity with current communications technology, including websites, presentation software, web logs, e-mail publications, pod casting and video streaming.
- Ability to recognize, analyze and solve problems independently and collaboratively.
- Creativity and initiative in effectively applying technology to a variety of communications scenarios.
- Ability to advise and train staff in the effective use of electronic communications tools.

**REPORTS TO:**

Director of Communications and Community Relations

**JOB OBJECTIVE:**

To effectively employ websites and other electronic communications tools to enhance the relationship between the Sarasota County School District and its stakeholders, position the district as a progressive, student-centered organization and establish the district brand through consistency of presentation.

**SUPERVISES:**

N/A

**PERFORMANCE RESPONSIBILITIES:**

- Gathers, organizes and disseminates relevant, timely information to the community, news outlets and district staff through a variety of electronic media.
- Designs district web sites, electronic newsletters, mass e-mails and other publications.
- Develops and maintains content of websites and other electronic communications media.
- Works collaboratively with Information Services Department staff to enhance hardware, software and infrastructure required to maximize effectiveness of electronic communications.
- Promotes effective use of electronic communications in support of district communications and community engagement efforts.
- Develops guidelines and manages compliance of electronic communications with pertinent regulations, policies and procedures.
- Monitors and evaluates effectiveness of communications through electronic feedback mechanisms.
- Serves as a communications liaison among various internal and external media, audiences and client bases.
- Provides expertise to other departments on strategy, content and implementation for electronic communications.
- Develops e-mail guidelines and maintains e-mail lists for distribution and collection of information.
- Occasionally photographs district programs, events and activities for electronic media publication.

**COMMUNICATIONS SPECIALIST, ELECTRONIC MEDIA (continued)**

- Assists with public relations activities and events.
- Performs other related duties as assigned.
- 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:**

Medium Work: Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently and/or up to 10 pounds of force as needed to move objects.

**TERMS OF EMPLOYMENT:**

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

**Job Description Supplement 12**