

EDUCATIONAL SERVICE CENTER OF CENTRAL OHIO

JOB DESCRIPTION

SOCIAL MEDIA & COMMUNICATIONS SPECIALIST

Minimum Qualifications:

- Bachelor's degree in marketing, communication, journalism, public relations or a related field.
- Two to three years of experience in communication management.
- The ability to meet deadlines and handle multiple projects simultaneously.
- Excellent oral and written communication skills
- Strong computer skills utilizing the following programs: Google, Survey Monkey, Microsoft Office, Adobe, WordPress.
- Must be able to think creatively and innovatively.
- Demonstrated success in designing, composing, editing, and distributing internal and external newsletters, press releases, forms, and other communication vehicles.
- Experience using photographic and video equipment, photo and editing software, and a working knowledge of photographic techniques and processes.
- Familiar with social media, web-based communication platforms.
- Outreach experience with diverse constituencies and nonprofit agencies
- Must be able to handle confidential matters, prioritize work assignments, conduct research, and manage projects.
- Documentation of a clear criminal record in compliance with state statute.
- Complies with drug-free workplace rules and Board policies.

Note: This assignment may require a valid driver's license and access/availability of a reliable vehicle. Employees must meet all prerequisite and ongoing qualifications to be covered by the service center's insurance carrier.

FLSA Classification: Non-Exempt

Reports To: Communications and Policy Coordinator

Job Objectives:

To enhance the Service Center's communications efforts by coordinating the collection of materials and data, generating content, building relationships with diverse stakeholders, agencies and nonprofits, managing the Service Center's communication

channels and assisting with the dissemination of accurate information about the ESC of Central Ohio.

Responsibilities and Essential Functions:

“The following duties are representative of performance expectations; however, the list below is not ranked in order of importance.”

- Produces concise, well-written and visually interesting materials that meet the needs of internal and external audiences.
- Gathers information for district publications through research and interviews.
- Monitors and provides material for the service center’s social media accounts.
- Assists with the creation of content for the service center’s website.
- Proof reading and editing of service center communications.
- Builds and maintains relationships with staff to establish internal communication metrics.
- Builds and maintains relationships with external stakeholders, nonprofits and other agencies.
- Meets regularly with the members of the management team to ascertain their specific needs, offer suggestions and deliver requested information and products.
- Develops and writes copy for marketing collateral and public relations materials such as, but not limited to, press releases, e-blasts, inserts, newsletters, brochures, fliers, fact sheets, calendars and maps. In addition assists with the production of videos and tutorials.
- Assists with media and crisis communications as necessary.
- Works well under deadline pressure.
- Handles day-to-day and adapts to last-minute assignments.
- Leads communication in-service programs for appropriate staff members and member districts.
- Makes professional, public presentations on an as-needed basis.
- Provides the superintendent with visual aids and research information as requested.
- Assists the treasurer in requests for public information.
- Serves as the communications department’s representative on internal committees, as needed.
- Performs other specific job-related duties as directed by Superintendent or his/her designee.

“Job performance is evaluated according to the policy provisions adopted by the Governing Board of the Educational Service Center of Central Ohio.”

Conduct:

Each staff member shall remain free of any alcohol or non-prescribed controlled substance and abuse of any prescribed controlled substance in the workplace throughout his/her employment with the ESC.

Terms of Employment:

Each staff member shall serve as a role model for students in how to conduct themselves as citizens and as responsible, intelligent human beings. Each staff member has a legal responsibility to help instill in students the belief in and practice of ethical principles and democratic values.

January 2020