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### **SOCIAL MEDIA SPECIALIST**

**Posting Intro:** We are looking for an experienced and savvy social media specialist to join our creative team. You will be directly responsible for creating social media campaigns for the district and the day-to-day management of the district's social media sites. Your passion for social media as a communications tool will result in the adoption and implementation of social media best practices across all social media channels.

The successful candidate will be an excellent communicator, a versatile creative writer, a team player, and able to perform the core competencies of communications. You must be able to create consistent, meaningful content on all social media platforms. You will be responsible for data collection and analysis in order to consistently improve PPS's social media practices and procedures. You will work closely with the Communications and Language Access Services departments to ensure their equities are fully represented.

#### **BASIC FUNCTION**

Under general supervision, create, implement, and monitor social media campaigns for the District; day-to-day management of the District's social media sites; communicate with staff and stakeholders to ensure social media posts accurately reflect the District branding, desired messages, effectively express information, and is culturally relevant; conduct analysis of and present information on the District's social media strategy and management.

#### **REPRESENTATIVE DUTIES:**

- Develop social media content plans that are consistent with PPS's values and brand identity.
- Align the social media marketing plan and strategies with the communications engagement calendar to educate and inform all audiences on district activities and programs.
- Create consistent, meaningful, culturally relevant content on all social media platforms, including writing and editing social media posts, improving stakeholder engagement, and promoting social media campaigns.
- Collaborate with the Language Access Services team; identify content to promote in the District's five supported languages; submit materials for translation in a timely manner.
- Manage a high volume of daily social media posts.
- During core hours, continuously monitor and communicate with social media followers; respond to inquiries in a timely manner in consultation with the Communications team.
- Use analytical tools such as Google Analytics, Hootsuite Pro, and Facebook Insights to monitor and evaluate PPS's social media presence and performance.
- Identify and implement solutions to adjust the social media strategy for optimal results.
- Research and implement best practices and emerging trends in social media.
- Inform leadership and provide recommendations for responses to crisis situations that occur on social media.
- Generate, edit, publish, and share content daily through a variety of mediums including but not limited to original text, images, video, and HTML.
- Moderate user-generated content and messages appropriately, based on PPS and community policies; quickly address negative reviews, comments, and communications.
- Collaborate with other PPS departments to manage reputation, coordinate content and event promotions, and increase the District's social media reach.
- Attend PPS events and post to social media sites in near real-time when needed.

- Work with PPS copywriters and designers to ensure content is informative, culturally relevant, and appealing.
- Demonstrate a commitment to the Portland Public Schools Equity Initiative by developing a thorough knowledge and application of the District Racial Educational Equity Policy, Equity in Public Purchasing and Contracting and other board policies; participate in staff development, in-services and trainings related to diversity, equity, and inclusion in the workplace and in K-12 education; model appropriate behaviors; develop, recommend, implement, and communicate improvements to school and business practices with awareness and understanding of their impact in a racially and culturally diverse community.
- May perform other communications core competencies including but not limited to responding to media inquiries, facilitate media interviews, create internal messaging, schedule and send staff, school, family, or community messages via School Messenger.
- Perform other duties as assigned.

## **EMPLOYMENT STANDARDS**

### Knowledge of:

Multiple social media platforms, social media management, branding, and strategy.

Various business applications of social media platforms (Facebook, Twitter, YouTube, Instagram, Google+, LinkedIn, etc.).

Web Content Management Systems.

Web programming/coding.

Web applications, Microsoft Office Suite, Windows-based applications.

Capabilities and limitations of computer systems and of techniques used in the design of web applications.

Knowledge of SharePoint, Google Analytics or similar software applications.

Knowledge of graphic design programs and multimedia applications.

Digital, web page, social media, content and usability.

Journalistic and speech writing standards for written communications.

Communications media, public relations and marketing principles and their most effective uses.

District organization, operations and objectives.

The ethnic, cultural, geographic, and socio-economic diversity of the populations served by the District.

The use and implementation of website layout, graphic design, social media and other developing communications media techniques.

Word processing, database, spreadsheet and presentation software and other software specifically related to assigned area of expertise.

Communications media, public relations principles, marketing techniques and public speaking techniques and their most effective uses.

Website layout, graphic design, social media and other developing communications media techniques.

Qualities of political judgment, discretion and confidentiality in the highest degree.

Project management best practices.

### Ability to:

Use social media for brand awareness and impressions.

Work in a fast-paced, high-volume environment.

Use HTML and CSS.

Create professional, accurate work products with a high level of attention to detail.

Multi-task, manage time, and prioritize various tasks.

Develop story ideas on district services, programs, initiatives and special events.

Communicate effectively, both verbally and in writing, to broad and diverse audiences.

Act judiciously under pressure.

Communicate a culture of equity that is student centered.

Write and proofread for multiple styles and communication mediums.

Develop story ideas on district services, programs, initiatives and special events.

Work on multiple projects at one time with constantly changing priorities and deadlines.

Adapt writing style and content for a variety of social media forums, communications and publications.

**Education and Training:**

Bachelor’s degree in journalism, communications, marketing, or a related field.

**Experience:**

A minimum of three (3) years of work experience planning and managing social media experience content in a large corporate, agency, or school district setting is required.

Must have a high level of judgment and the ability to take initiative and work independently.

Applicable experience may be substituted for the Bachelor’s Degree on a year-for-year basis.

Any other combination of education and experience that would likely provide the required knowledge and abilities may be considered.

**Special Requirements:**

Work hours will include evening and weekend activities and meetings and employees are required to maintain a flexible schedule. Employees may occasionally receive little-to-no advance notice of change in work hours.

**WORKING CONDITIONS**

*The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Persons with certain disabilities may be capable of performing the essential duties of this class with or without reasonable accommodation, depending on the nature of the disability.*

**Work Environment:** Work is performed primarily in a standard office and school building environment with extensive student, parent and public contact and frequent interruptions.

**Hazards:** Potential conflict situations.

**Physical Demands:** Primary functions require sufficient physical ability and mobility to work in an office setting; dexterity of hands and fingers to operate a computer keyboard and other office equipment; sitting or standing for extended periods of time; kneeling, bending at the waist, reaching overhead, above the shoulders and horizontally to retrieve and store files and supplies; lifting, pushing, pulling and carrying office equipment, supplies and materials weighing up to 25 pounds; repetitive hand movement and fine coordination to use a computer keyboard; hearing and speaking to exchange information in person or on the telephone; seeing to read, prepare and assure the accuracy of documents.

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FLSA: Exempt  
Bargaining Unit: N/A  
Salary Grade: 29  
(Job code 1817, Community Relations and Public Affairs Representative classification)

Approval Date: June 7, 2022

*Portland Public Schools recognizes the diversity and worth of all individuals and groups and their roles in society. The District is committed to equal opportunity and nondiscrimination in all its educational and employment activities. The District prohibits discrimination based on race; national or ethnic origin; color; sex; religion; age; sexual orientation; gender expression or identity; pregnancy; marital status; familial status; economic status or source of income; mental or physical disability or perceived disability; or military service. Board of Education Policy 1.80.020-P*