

Job Title: Social Media and Content Specialist

Supervisor: Executive Director, Public Information & Community Involvement

Position Code:

Pay Grade: 29

Job Classification: Non-Exempt

Contract Length: 245 Days

Job Summary

Position is responsible for creating content for and managing the school division's social media platforms; designing and producing graphics and content; and developing strategic social media campaigns to inform and engage stakeholders.

Essential Duties

1. Designs and posts engaging content for division-wide social media platforms including Facebook, Twitter, Instagram, LinkedIn and other platforms.
2. Develops social media calendar and executes social media campaigns to promote the school division and increase engagement with families, students, staff and the community.
3. Creates/produces photo montages and short videos for social media platforms to engage and inform students, families, staff and the community.
4. Monitors division-wide social media messaging and responds accordingly.
5. Writes and edits articles, brochures and other publications.
6. Proofreads posts and publications for clarity and accuracy.
7. Identifies data collection measures to track social media outreach and growth.
8. Provides training and guidance to administrators, principals, public relations liaisons and other NNPS social media contacts.
9. Establishes and maintains guidelines for school division social media platforms.
10. Assists with the development of printed and electronic communication for families, students, employees and the community.
11. Assists with composing, designing, editing and publishing division-wide handbooks, e-newsletters, brochures and presentations using Microsoft Office, Adobe Creative Suite and Google products.
12. Co-manages the web-based, division-wide communication system; creates accounts and trains employees to use the communication system.
13. Assists with special events and community relations efforts; manages event tasks and logistics.
14. Maintains confidentiality in all matters.
15. Models nondiscriminatory practices in all activities.

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

Other Duties

1. Performs any other related duties as assigned by the Executive Director of Public Information and Community Involvement or appropriate administrator.

Job Specifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodation may be made to enable individuals with disabilities, who are otherwise qualified, to perform the essential functions.

Minimum Qualifications (Knowledge, Skills and/or Abilities Required)

Bachelor's degree (or equivalent experience of at least 3 years) with major coursework in social media management, digital marketing, public relations or strategic communications, or any combination of experience and training which will provide the required knowledge, skills and abilities. Thorough knowledge of the principles, practices and procedures of social media management and digital marketing. Excellent writing and communication skills, to include high proficiency in Microsoft Suite applications including Word, Outlook, Excel and PowerPoint; high

proficiency in Adobe Creative Suite and social media management tools. Demonstrated judgment, customer service and organizational skills. Ability to meet deadline requirements with a stressful environment and function effectively with other staff members to complete all necessary tasks.

Working Conditions and Physical Demands

The physical requirements described herein are representative of those which must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities, who are otherwise qualified, to perform the essential functions. Duties are performed in an office environment. Must be able to sit for long periods of time. Work involves physical effort encountered in normal, everyday office activities. While performing the duties of this job, the employee is occasionally required to carry light items and pull boxes weighing up to 25 pounds; and bend, stoop, or reach to setup materials.

Supervision Exercised: None

Supervision Received: Executive Director, Public Information and Community Involvement

This job description in no way states or implies that these are the only duties to be performed by this employee. The Social Media and Content Specialist will be required to follow any other instructions and to perform any other related duties as assigned by the Executive Director of Public Information & Community Involvement or other appropriate administrators. Newport News Public Schools reserves the right to update, revise or change this job description and related duties at any time.

Approvals:

Supervisor

Date

I acknowledge that I have received and read this job description.

Employee Name (Print)

Signature

Date

08/2025 JSA