



West Windsor-Plainsboro Regional School District

Job Description

Job Title: Social Media Manager
Department: Communications
Reports To: Director of Communications
Salary Guide: Non-Affiliate A; Twelve-month contract
Prepared Date: 24 May, 2022

Position Summary: The Social Media Manager will develop and maintain a climate of open communication with the superintendent, the central office administration, building administrators, the Board of Education, teachers and staff, parents, and the communities; promote strategies that provide information to all stakeholders about the school district and its programs, activities, and budget; provides executive level of support to the superintendent, assistant superintendent and other members the central office administration as necessary. The Social Media Manager maintains a high level of confidentiality and professionalism when privy to central office planning decisions.

Qualifications: Degree in communications, journalism, technology, or related field(s).

Essential Duties: The Social Media Manager has the duties and responsibilities commonly associated with this position, which are performed directly or through the proper delegation of authority within the framework of the general laws of New jersey, the regulations of the NJ Department of Education, the policies and rules of the West Windsor-Plainsboro School District and the terms of the collective bargaining agreements and policies, which all of which he/she is expected to be familiar.

Essential Duties and Responsibilities:

SOCIAL MEDIA

- Oversee district social media programs for all district departments.
- Organize and prepare items beneficial to the district for social media publication.
- Promote district events and activities.
- Accept assignments from district administrators for potential use in social media software.
- Report and/or present on the uses of WW-P in social media and its effect on communications.

BOARD OF EDUCATION

- Support the materials for the Board of Education.
- Assist with the dissemination of Board of Education meeting materials via social media outlets and other traditional media.

SUPERINTENDENT OF SCHOOLS

- Assist the superintendent in interpreting public opinion about the school district to develop programs to promote strong public relations.
- Support the efficient workflow of the school system relative to the central office administration, particularly for the director of communications and superintendent.
- Support the director of communications and crisis management team with crisis communications.
- Organize and maintain the Key Communicators Program.
- May assist in arranging meetings for members of administration as assigned by the director of communications and/or the superintendent.
- Prepare meeting agendas as assigned by the superintendent or designee.
- Review and maintain the district's policy manual in consultation with the Assistant Superintendent for Pupil Services.
- Accept assignments from the superintendent as the superintendent chooses to delegate.

CENTRAL OFFICE ADMINISTRATORS/BUILDING PRINCIPALS

- Assist with communication between Central Office and schools.
- Assist in the coordination of the Eyes on the Door security staff members and assist in maintaining schedules.
- Coordinate Title 1 programs in conjunction with schools
- Assist in coordinating fire and security drills.
- Serve as support to proofread district materials, social media items, website information, and letters.
- Serve on committees as delegated by the superintendent.

MEDIA/COMMUNITY-AT-LARGE

- Ensure public information availability.
- Pitch story ideas to reporters and maintain relationships with area publishers, editors, and reporters.
- Provide responses for public information in a timely fashion.
- Prepare a social media program for administrators.

PUBLICATIONS

- Keep the public informed of programs and accomplishments of the school district.
- Write, edit, and publish on social media.
- Write and publicize information on student athletes and the Athletic Department.
- Assist with materials for budget and other projects, as needed.
- Suggest, create, and publish special interest publications as needed, including items for Human Resources.
- May be asked to serve as district photographer for school events.

WEBSITE

- Assure the district website meets the needs of all stakeholders for equity and accessibility.
- Serve as assistant webmaster for the district website. Assist with and support updates to the website.

SPECIAL PROJECTS

- Serve as a resource for the school district, which may include responding to inquiries from employees, parents, students and citizens after performing necessary research, ultimately providing accurate and informed responses.
- Assist the Director of Communications in compiling statistical and narrative reports for the board of education, members of the public (OPRA), county and state education and oversight authorities.
- Maintain associations with township officials and local businesses.
- Make recommendations/suggestions to the administration on a variety of school and state issues.
- When necessary, may delegate work to Administrative Assistants and ensure timely completion of assigned work.
- Perform such other tasks and assume such other responsibilities as the superintendent, director of communications and/or designee may assign or delegate.

TECHNOLOGY SKILLS

Ability to be proficient in computer applications pertinent to support the position, including but not limited to Microsoft Office, Microsoft Excel, Google Suite, Genesis Employee Portal and Student Information System.

EVALUATION OF PERFORMANCE

Performance of this position will be evaluated annually in accordance with the New Jersey Administrative Code and Board of Education policy.

PHYSICAL DEMANDS

Physical Demands include the ability to remain in a stationary position when necessary, occasionally move about the building to access colleagues and/or supplies. Ability to operate a computer and/or other office machinery. Must be able to securely file confidential documents. Ability to communicate verbally, and in writing via technology devices or handwritten correspondence. The physical demands described in this job description are representative of those that 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 through an interactive process of determining essential duty task completion options.

TERMS OF EMPLOYMENT

12 Month Contract. Salary and benefits as determined by the Board of Education and any applicable and collective negotiations agreement.

The information contained in this job description is reviewed and approved by the Board of Education and may be modified as district and state requirements evolve. This job description does not constitute a written employment contract.

NEW JERSEY FIRST ACT

New Jersey First Act, N.J.S.A. 52:14-7 (L. 2011, Chapter 70), requires employees of all school boards to reside in the State of New Jersey unless otherwise exempted under the law.

AMERICANS WITH DISABILITIES ACT STATEMENT

External and internal applicants, as well as employees who become disabled, must be able to perform the essential functions listed on this job description either unaided or with reasonable accommodation. The West Windsor-Plainsboro School District shall determine reasonable accommodation on a case-by-case basis in accordance with applicable law, in the event such a determination becomes necessary.

The West Windsor-Plainsboro Regional School District is proud to be an Equal Employment Opportunity and Affirmative Action employer. The district does not discriminate based upon race, religion, color, national origin, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics.

Board Approval Date: 5/24/2022

Certified by: C. J. Cornella
Director of Human Resources