

GUILFORD COUNTY SCHOOLS JOB DESCRIPTION

JOB TITLE: PROGRAM ADMINISTRATOR III – SOCIAL MEDIA

GENERAL STATEMENT OF JOB

Under the supervision of the Chief of Staff and the Director of Communications, the Program Administrator III-Social Media plans, creates, produces and distributes content designed to inform, empower and engage GCS students, families, staff and the community through social media and other digital platforms. The person in this position plans, creates, writes and designs content that aligns with the district's goals, vision, mission and initiatives. The program administrator also uses creative and dynamic approaches to extend outreach efforts, engage the community, advance social media, communications, media relations, public relations and events promotion, and shape the social media presence of Guilford County Schools.

SPECIFIC DUTIES AND RESPONSIBILITIES

ESSENTIAL JOB FUNCTIONS

Manages the day-to-day social media communications activities with limited supervision, and with support by the Chief of Staff, Director of Communications and the Communications Team.

Develops, maintains, executes and monitors digital communications strategies and campaigns that build a strong, engaged community of students, parents, staff and community stakeholders.

Delivers original, high-quality content, stories, information and brand messaging to the GCS community.

Writes, records, photographs, designs, edits and posts material for use across social media; content gathered via avenues such as visits to schools, meetings, programs and special events.

Monitors social media conversations and alerts the Director of Communications about challenging discussions, opinions and interests regarding the district; coordinates online feedback and responses.

Plans and executes digital media strategies including production and posting for digital platforms and social media channels including Facebook, Twitter, Instagram, YouTube and LinkedIn; generates, manages, schedules and monitors content for each platform.

Develops, implements and manages innovative ideas/promotions/campaigns to drive greater engagement and grow external communities.

Provides creative, technical and graphic support for digital media concepts.

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Establishes social media guidelines for the district and schools; engages and provides guidance to school liaisons.

Develops and maintains reports and benchmarks for measuring community activity and growth; tracks analytics, analyzes, reviews and reports on effectiveness.

Ensures digital media is incorporated into all major communications efforts.

Initiates influencer programs to identify, leverage, and track key influencers among the social media community.

Monitors industry-wide trends in online community tools and applications; reviews current developments, literature and technical sources of information related to job responsibilities.

Assists Superintendent, Chief of Staff, Communications Team and other departments as needed to communicate emergency information.

ADDITIONAL JOB FUNCTIONS

Performs other duties and responsibilities as assigned by Chief of Staff and/or Director of Communications.

MINIMUM TRAINING AND EXPERIENCE

Bachelor's degree in marketing, media communications, communications, public relations or journalism; 3+ years' experience in digital or social media; proven work experience as a social media coordinator or related field; design, photography, and videography expertise; demonstrated ability to work independently and multi-task effectively; willingness to work flexible hours as needed.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be physically able to operate a variety of automated office machines and equipment including computers, copiers, facsimile machines, calculators, cameras, etc. Must be able to exert up to 50 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects. Physical demand requirements are for Light to Medium work.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural, or composite characteristics (whether similar to or divergent from obvious standards) of data, people or things.

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Interpersonal Communication: Requires the ability to speak and/or signal people to convey or exchange information. Includes giving instructions, assignments and/or directions to assistants or subordinates.

Language Ability: Requires the ability to read press releases, correspondence, reports, forms, invoices, news articles, manuscripts, etc. Requires the ability to prepare press releases, speeches, correspondence, reports, forms, brochures, requisitions, etc., using proper format. Requires the ability to talk to people with poise, voice control and confidence.

Intelligence: Requires the ability to apply rational systems to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists; to interpret a variety of instructions furnished in oral, written, diagrammatic or schedule form.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, to follow oral and written instructions. Must be able to communicate efficiently and effectively in standard English.

Numerical Aptitude: Requires the ability to utilize mathematical formulas; to add and subtract totals; to multiply and divide; to determine percentages and decimals; and to apply the principles of statistics.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width and shape.

Motor Coordination: Requires the ability to coordinate hands and eyes rapidly and accurately in using automated office equipment.

Manual Dexterity: Requires the ability to handle a variety of office equipment. Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: Requires the ability to differentiate between colors and shades of color.

Interpersonal Temperament: Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress and when confronted with persons acting under stress.

Physical Communication: Requires the ability to talk and/or hear: (talking: expressing or exchanging ideas by means of spoken words; hearing - perceiving nature of sounds by ear). Must be able to communicate via telephone.

KNOWLEDGE, SKILLS AND ABILITIES

In-depth knowledge and understanding of online community platforms and social media tools.

Demonstrated ability to develop and implement digital media strategies that have met or exceeded planned objectives.

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Computer skills as required for the position, including but not limited to proficiency in Microsoft Office and Adobe Creative Suite.

Excellent written communication, creative writing, editing and organizational skills.

Knowledge and understanding of technology, new consumer trends, and the latest in digital media innovation.

Demonstrated ability to design social media content including infographics and branded graphics.

Demonstrated ability to produce and edit digital content including social media, podcasts, short videos and other digital content.

Ability to work independently and in team environments.

Must be able to take initiative, display attention to detail, meeting deadlines and effectively managing multiple projects.

Ability to maximize efforts with limited resources.

Ability to communicate courteously, work effectively, and collaborate with colleagues from all levels of the organization and with people of all ages, abilities and cultural backgrounds.

Ability to communicate concisely and persuasively in generating support for social media concepts.

Enthusiastic team player with upbeat attitude.

DISCLAIMER

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees to this job.