



Position Description

School District of Monroe

- JOB TITLE:** Director of Media and Marketing
- CLASSIFICATION:** Exempt Staff
- JOB OBJECTIVE:** Coordinate Public Relations for the District
- REPORTS TO:** District Administrator
- QUALIFICATIONS:** Advanced computer software and social media skills including word processing, spreadsheet operations, and desktop publishing. Must be able to operate digital photography, video, and associated editing equipment. Proficiency in oral and written communication skills. An Associates degree or equivalent work experience and a valid driver's license.
- ESSENTIAL DUTIES:**
- Manage/oversee all district social media pages and their day-to-day operations.
 - Create and edit videos under the direction of the District Administrator.
 - Develop creative content to support and promote the mission of the district.
 - Troubleshoot equipment problems as needed.
 - Provide support services to administration as requested.
 - Provide appropriate communications tools for distributing the District's "message".
 - Provide layout and creative content for district newsletter.
 - Attend Board meetings to assist in media presentations and live streaming of the meeting.
 - Complete appropriate program forms to meet district, federal, and state requirements.
 - Assist administration in areas of media relations.
 - Work positively with students, staff, and public.

ADDITIONAL DUTIES:

- Participate in activities which contribute to the effective operation of the district.

Essential duties are those duties and functions considered essential to the performance of the identified position. Additional duties are those duties considered secondary to the position's overall purpose. This position description is illustrative and does not necessarily specify all tasks and duties of this position. The Administration of the School District of Monroe reserves the right to change this position description at its sole discretion at any time.

REVISED: December 2020