



Decision Paper

To: Nelson County Board of Education

From: Mr. Wes Bradley, Superintendent

Date: May 15, 2018

Re: Job Description: Community & School Media Coordinator

RECOMMENDED MOTION: I move that the Nelson County Board of Education approve the job description as presented for the Community & School Media Coordinator.

COMMUNITY & SCHOOL MEDIA COORDINATOR JOB DESCRIPTION

JOB GOALS: Works to energize our community through powerful district communications and initiatives are efficiently and effectively shared with employees, students, and families and the broader community.

QUALIFICATIONS:

1. Meaningful experience in communications, public relations, Journalism, or a related field
2. Knowledgeable of technical operations of video cameras, video recording devices, audio equipment used with video production, lighting, electrical power sources, and the overall coordination required to use all the studio electronic equipment simultaneously to record and broadcast television programs or web programs.
3. Ability to manage the design, implementation, documentation, training and troubleshooting of all District web and social media resources
4. Ability to operate a variety of multi-media equipment, design district and school system productions.
5. Ability to deliver consumer-ready materials for publication and/or broadcast within 24 hours of acquiring appropriate materials and/or footage

PERFORMANCE RESPONSIBILITIES:

1. Develops and communicates the Nelson County PRIDE Brand in alignment with district vision.
2. Continually celebrates schools and the district to ignite Nelson County PRIDE
3. Designs, creates and/or edits creative and consistent multi-media school system productions as needed for special media projects, television and/or web productions
4. Provides technical direction for special media projects and television productions
5. Ensures adherence to FCC rules and regulations
6. Designs, implements and maintains the district website, social media accounts and mobile applications while ensuring timely, accurate, essential and critical information is available consistent with District vision and branding
7. Assists schools and departments with the design, implementation and maintenance of their webpages while ensuring the webpages and content are consistent with District vision and branding
8. Provides training to appropriate school and department personnel regarding the design, implementation and/or maintenance of school and department webpage
9. Serves as the district spokesperson and maintains effective two-way communication between the district and its various publics to ensure:
 - a. dissemination of accurate, timely information about policies, programs, procedures, achievements, decisions and critical issues
 - b. interpretation of decisions and actions
 - c. coordination of programs and practices designed to provide an open climate which will elicit ideas, suggestions, and reactions from the community and employees alike
 - d. development of an effective working relationship with the media
10. Participates in community activities, network groups, and related professional organizations in order to keep abreast of ongoing and current issues in media relations

