

MERIDIAN SCHOOL DISTRICT

JOB DESCRIPTION

ONLINE COMMUNICATIONS SPECIALIST

JOB SUMMARY

The Online Communications Specialist position, under the direction of the Technology Director and Superintendent's Office, is responsible for maintaining and managing the districts online presence, serving as a liaison between the district and the online community.

Employees may be transferred or reassigned to other Online Communications Specialist positions or locations, depending upon the needs of the district. This position is represented by the Meridian Classified Employees Association (MCEA) and is in the Technology classification.

MINIMUM QUALIFICATIONS

Education and Experience

High school diploma or equivalent, AA Degree or Higher preferred;

Previous experience with using social media for business purposes.

Knowledge and experience with the use and support of computers, peripherals, tablets, other portable devices and client operating systems including Windows, Linux, Apple, iOS and Android ;

Knowledge and experience with the use and support of software applications (e.g. Microsoft Office);

Ability and willingness to learn new systems and technologies; ability to troubleshoot problems, and skill in problem resolution;

Ability to communicate effectively; skill in listening and eliciting information; ability to provide technical advice and instruction to technical and non-technical users;

Ability to establish effective working relationships with staff, vendors and outside agencies; work in a team environment;

Preferred Qualifications

Bachelor's degree or equivalent and prior experience working in a technology-based communications position.

Demonstrable skills and experience in business website management.

Demonstrable skills in writing to a professional standard for business purposes.

Licenses and Special Requirements

Satisfactory background clearance results (fingerprinting required); proof of ability to work in the United States; depending on assignment, valid Washington State driver's license, district Type 2 drivers certificate, CPR & first aid cards may be required.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Launch and manage social media platform(s) for District.
2. Arrange for approved content to be added regularly that highlights school activities, upcoming events, and District or school announcements.
3. Provide updates to District web site as directed.
4. Coordinates with school secretarial staff to ensure content is accurate and timely.
5. Archives all social media and web site content appropriately.
6. Ensures all student photo releases are secured for all postings.
7. Ensures the District is promoted positively at all times.
8. Responds to posted inquiries and criticisms of the District, School or Personnel by consulting with the Technology Director and Superintendent's Office.
9. Maintain accurate documentation with regard to assigned duties (e.g.: inventory, work logs).
10. Assist in evaluating technology requirements and trends to meet District needs.
11. Follow complex verbal and written instructions, adhere to District protocol, and work with minimal supervision.
12. Respect the confidentiality of information.
13. Performs other duties as assigned by the Technology Director and Superintendent's Office.

CONDITIONS

The preceding list of essential duties and responsibilities is not exhaustive and may be supplemented as necessary.

MENTAL DEMANDS

Requires substantial planning, development and creativity; requires organization and time management; requires concentration; exposed to frequent interruptions, shifting priorities and rechanneled work efforts; requires effective decision-making and problem-solving; requires ability to work independently; requires cooperation and ability to work as team-member; requires self-discipline in behavior and attitude; requires accurate record-keeping; requires ability to maintain composure in crisis; requires ability to maintain strict confidentiality and display loyalty and integrity to employer.

PHYSICAL DEMANDS

Exposed to visual display terminal and typing for prolonged periods; dexterity and precision required in the operation/repair of a computer; sitting for extended periods of time without restrictions; twisting upper torso and neck and bending forward without restrictions; occasional bending at waist to floor; lifting/carrying objects weighing up to 50 pounds; good visual and hearing ability; mobility throughout district and community via automobile/walking; may be asked to attend evening meetings.

The Meridian School District does not discriminate in any programs or activities on the basis of sex, race, creed, religion, color, national origin, age, veteran or military status, sexual orientation, gender expression or identity, disability, or the use of a trained dog guide or service animal and provides equal access to the Boy Scouts and other designated youth groups. The following employee has been designated to handle questions and complaints of alleged discrimination: Title IX, ADA, and Compliance Coordinator (RCW 28A.640/28A.642) Kurt Harvill, Personnel Director, 214 W. Laurel Rd., Bellingham WA 98226. 360-398-7111. Section 504 questions and complaints can be directed to Aaron Jacoby at 214 W. Laurel Rd., Bellingham WA 98226. 360-398-7111.

The Meridian School District is a drug-free/tobacco-free workplace. All new employees must complete a satisfactory fingerprint check with the Washington State Patrol and the FBI. All employment is considered temporary until receipt of a satisfactory check.