



The School District of Lee County

Job Description

JOB TITLE: Communications Contact Person

FLSA STATUS:	Exempt	PAY GRADE:	Supplemental
SALARY SCHEDULE:	Instructional	JOB CODE:	Supplemental
BARGAINING UNIT:	TALC	DAYS PER YEAR:	Supplemental
WORKER'S COMP CATEGORY:	8868 - School Professionals		

MAJOR FUNCTION:

Coordinate, manage, and update content on the school's public-facing website and social media platforms while supporting the goals of the District.

MINIMUM QUALIFICATIONS:

- Valid Florida teaching certificate.
- Current employee of the School District of Lee County.
- Experience in journalism, digital media, and/or English preferred.

Such alternatives to the above qualifications as the Board may find acceptable.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Knowledge and experience in internet applications and content management systems.
- Ability to keep up with rapid and frequent changes in technology.
- Excellent written and verbal communication, including strong editing, grammar, and proofreading skills.
- Leadership, organization, and prioritization skills.
- Critical thinking, analytical, and problem-solving skills.
- Ability to keep track of multiple platforms in order to ensure fresh, creative, and dynamic content.
- Knowledge of and experience with digital graphic art production/design, including layout, composition, font specifications, and color specifications.
- Ability to work with diverse groups of people.
- Knowledge of and experience with industry-standard computer applications.
- Ability to work flexible hours, including evenings and weekends when needed.

REPORTS TO: Designated Supervisor or Designated Administrator

ESSENTIAL JOB FUNCTIONS:

- Develop content for school website and social media platforms that is creative, informative, and helpful to parents, students, and the community.
- Review and update existing content on all platforms on a daily basis.
- Develop and maintain navigation schemes of a website.
- Create social media and website content to publicize school events.
- Provide updated resources for students, parents, and the community.
- Communicate to staff all web and social media updates and new platforms.



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- Track trends through continuing education, professional reading, and participation in conferences, workshops, and professional groups.
- Adhere to District policies and procedures.

OTHER JOB FUNCTIONS:

- Attend staff meetings and participate in conferences and other trainings to enhance job performance.
- Seek out professional development opportunities and maintain professional licensure and certifications.
- Promote the District’s interest in increasing student achievement by working with the educational interests of students in mind at all times.
- Maintain positive communication with colleagues, community members, parents, and students to promote an increase in community engagement in education.
- Support the retention of Highly Effective and Effective employees by exhibiting professionalism and making positive contributions to workplace morale.
- Promote a culture of high performance and

EXERTION TYPE:

- Light work. Position requires exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects.

OTHER PHYSICAL REQUIREMENTS:

The following selected physical activities are required to perform the essential functions of this position.

The physical requirements of this position. (Please check all boxes that apply)		
Physical Requirement	Description	Percent of Time
<input checked="" type="checkbox"/> Balancing	Maintaining body equilibrium to prevent falling and walking, standing or crouching on narrow, slippery, or erratically moving surfaces. This factor is important if the amount of balancing exceeds that needed for ordinary locomotion and maintenance of body equilibrium.	10%
<input checked="" type="checkbox"/> Climbing	Ascending or descending ladders, stairs, scaffolding, ramps, poles and the like, using feet and legs and/or hands and arms. Body agility is emphasized. This factor is important if the amount and kind of climbing required exceeds that required for ordinary locomotion.	10%
<input checked="" type="checkbox"/> Crawling	Moving about on hands and knees or hands and feet.	10%
<input checked="" type="checkbox"/> Crouching	Bending the body downward and forward by bending leg and spine.	10%
<input checked="" type="checkbox"/> Feeling	Perceiving attributes of objects, such as size, shape, temperature or texture by touching with skin, particularly that of fingertips.	40%



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<input checked="" type="checkbox"/> Finger Dexterity	Picking, pinching, typing or otherwise working, primarily with fingers rather than with the whole hand as in handling.	90%
<input checked="" type="checkbox"/> Grasping	Applying pressure to an object with the fingers and palm.	20%
<input checked="" type="checkbox"/> Hearing	Perceiving the nature of sounds at normal speaking levels with or without correction. Ability to receive detailed information through oral communication, and to make the discriminations in sound.	100%
<input checked="" type="checkbox"/> Kneeling	Bending legs at knee to come to a rest on knee or knees.	10%
<input checked="" type="checkbox"/> Lifting	Raising objects from a lower to a higher position or moving objects horizontally from position-to-position. This factor is important if it occurs to a considerable degree and requires substantial use of upper extremities and back muscles.	10%
<input checked="" type="checkbox"/> Pulling	Using upper extremities to exert force in order to draw, haul, or tug objects in a sustained motion.	10%
<input checked="" type="checkbox"/> Pushing	Using upper extremities to press against something with steady force in order to thrust forward, downward, or outward.	10%
<input checked="" type="checkbox"/> Reaching	Extending hand(s) and arm(s) in any direction.	10%
<input checked="" type="checkbox"/> Repetitive Motion	Substantial movements (motions) of the wrists, hands, and/or fingers.	90%
<input checked="" type="checkbox"/> Seeing	The ability to perceive the nature of objects by the eye.	100%
<input checked="" type="checkbox"/> Sitting	Particularly for sustained periods of time.	80%
<input checked="" type="checkbox"/> Standing	Particularly for sustained periods of time.	10%
<input checked="" type="checkbox"/> Stooping	Bending body downward and forward by bending spine at the waist. This factor is important if it occurs to a considerable degree and requires full motion of the lower extremities and back muscles.	10%
<input checked="" type="checkbox"/> Talking	Expressing or exchanging ideas by means of the spoken word. Those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly.	70%
<input checked="" type="checkbox"/> Walking	Moving about on foot to accomplish tasks, particularly for long distances or moving from one work site to another.	80%

TERMS OF EMPLOYMENT:

Work year and salary as established by the Board and the TALC bargaining unit through the collective bargaining process.

JDE NUMBER: S-35.62

BOARD ADOPTION: 8-15-06

REVISIONS: 5-2-17, 7-31-18



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REVIEWED: COMPENSATION & LABOR RELATIONS WILL COMPLETE

Every job duty in a job description need not always be specifically described, and any omission does not preclude the required performance of all duties that are job related.