

**Hernando County School Board  
Florida**

FLSA: Non-Exempt, Non-Union

<b>DIGITAL MARKETING SPECIALIST</b>
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**Required Qualifications:**

- Associate's Degree in Marketing, Public Relations or closely related field from an accredited institution, or 3 years' experience in Marketing or Public Relations
- Knowledge of online marketing channels and social media platforms
- Ability to design creative content
- Experience in content management
- Computer knowledge and skills
- Knowledge of office practices and procedures
- Ability to work effectively with coworkers and the general public
- Ability to handle several job responsibilities simultaneously and meet project deadlines
- Ability to attend meetings and activities after hours

**Desired Qualifications:**

- Experience in graphic design
- Experience with basic bookkeeping

**Performance Responsibilities:**

- Pitch, create and coordinate projects to market District and community activities and showcase students and staff
- Monitor District social media platforms to increase positive regard for the District
- Track and analyze social media analytics to identify areas of success or improvement to increase reach and engagement
- Research, strategize and execute web/social media campaigns highlighting school and District initiatives, staff and students
- Manage social media archiving
- Develop a positive relationship with school staff in order to gather timely information of upcoming events
- Create original content in ways that helps to increase positive regard from families and community
- Provide support to schools to improve engagement on social media platforms
- Provide photography and video editing support as needed
- Disseminate crisis communications in a timely manner
- Manage flyer approval process
- Perform bookkeeping and payroll duties for the Communications & Government Relations Department
- Maintain televised bulletin board
- Perform other duties as assigned by the Public Information Officer and/or designee

**Physical Demands:**

Exerting up to 50 pounds of force occasionally and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force regularly or as needed to move objects

**Reports to:**

Reports directly to the Coordinator of Communications and Government Relations and/or designee

**Evaluation:**

Annual Evaluation completed by the Coordinator of Communications and Government Relations and/or designee

**Terms of Employment:**

12-month employment

**Salary:**

Salary based upon approved salary schedule – Confidential Level J

**Job Code:**

62022

Board Approved: 6/25/19