

**Hernando County School Board  
Florida**

FLSA: Non-Exempt, Non-Union

<b>COMMUNICATIONS <u>SPECIALIST/FACILITATOR</u></b>
---

**Required Qualifications:**

- Associate's Degree or certification plus 2-years' experience in web management
- Ability to create and manage multiple websites and applications
- Experience in providing training to adults
- Demonstrated ability to coordinate information requests with a high degree of accuracy
- Ability to meet strict deadlines
- Ability to attend meetings and activities after hours

**Desired Qualifications:**

- Experience working in a team environment
- Experience with live video production

**Performance Responsibilities:**

- Serve as District webmaster which includes website development and design of the District and school webpages
- Ensure District's websites meet school board policy and state requirements
- Ensure District's websites meet accessibility requirements
- Support staff in troubleshooting web issues
- Train staff to ensure that individual department and school webpages remain a comprehensive and up-to-date source of information
- Receive, track and respond to all public records requests
- Work closely with staff to ensure timely delivery of public records
- Disseminate crisis communications in a timely manner
- Serve as back-up to School Board Secretary
- Serve as back-up to Coordinator of Communications for live meeting broadcasts of the school board
- Serve as back-up to Coordinator of Communications in audio and visual support of District functions
- Respond to communications received through the District's website
- Distribute messaging by way of communication platforms such as Blackboard Connect and Blackboard Mobile App
- Provide photography and video support when needed
- Update PBX Directory annually
- Update Who Does What annually
- Ensure intranet forms are current
- Assist in coordinating special events

- Answer, screen and direct calls for Communications and Government Relations Department
- Sustain focus and attention to detail
- Perform other duties as assigned by the Coordinator of Communications and Public Relations, Public Information Officer and/or designee

**Physical Demands:**

Exerting up to 100 pounds of force occasionally and/or up to 50 pounds of force frequently, and/or up to 20 pounds of force regularly or as needed to move objects

**Reports to:**

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

**Evaluation:**

Annual evaluation done by the Coordinator of Communications and Public Relations and/or designee

**Terms of Employment:**

12-month employment

**Salary:**

Salary based upon approved salary schedule - Confidential Level K

**Job Code:**

62080

Board Approved: 08/18/1998

Revised: 01/20/09, 03/03/09, 05/18/10, 05/17/11, 03/13/12, 06/10/14, 06/25/19