

# **BERGENFIELD PUBLIC SCHOOLS**

## **JOB DESCRIPTION**

### **Social Media/Data Analyst/Public Relations Specialist**

Qualifications: Possesses expertise and successful experience in the area of Social Media, Data Analysis, and Public Relations. Appropriate IT certification, BA or higher in computer science or related field. Master's degree preferred.

Professional Function: To manage the districts Social Media Operations, Analyze Student Performance Data, and Coordinate all Public Relations Activities.

Reports To: Superintendent of Schools

### **PERFORMANCE RESPONSIBILITIES**

#### **1. Social Media**

- a. Manage the activities of all district social media accounts.
- b. Oversee and respond to posts and requests for information via our social media accounts in a timely fashion.
- c. Promote the district on all social media accounts in a positive and professional manner.

#### **2. Data Analysis**

- a. Maintain Superintendents PowerPoint on Student Performance in a timely manner.
- b. Analyze student performance data and generate reports for both our staff and the public.
- c. Provide recommendation for areas of improvement or further investigation based on current data trends.

#### **3. Public Relations Officer**

- a. Promote the district in a positive and professional manner.
- b. Coordinate with media outlets during times of crisis.
- c. Act as a conduit to the press for all requests coming to district. Work with Principals to develop personalized building level public relations goals.
- d. Analyze and recommend improvements to the district's current public relations and marketing campaign.
- e.

### **Terms of Employment**

Twelve month year. Salary to be established by the Board of Education.

### **Evaluation**

Performance of this job will be evaluated annually in accordance with provisions of the Board's policy on Evaluation of Non-Professional Personnel.