

LACEY TOWNSHIP SCHOOL DISTRICT

JOB TITLE: Social Media Coordinator

REPORTS TO: Superintendent, or designee

JOB GOAL:

The Social Media Coordinator will develop, create and manage content for the Lacey Township School District Media platforms to include, but not limited to, LTHS Alumni page, LTHS Facebook site, and the district Twitter account. The role of the Social Media Coordinator will be to showcase the amazing things that are happening at our schools daily. Additionally, the social media coordinator will monitor social media channels for other trends and will interact with users of these channels and platforms to respond where appropriate to social media messages, inquiries, and comments.

QUALIFICATIONS:

1. Must hold a valid NJ Teacher's Certification.
2. Ability to work in a team relationship with other school-based professionals
3. Excellent organizational skills
4. Excellent communication skills, verbal and written
5. Knowledge of social media platforms

RESPONSIBILITIES:

- Coordinate and create content for the district's social media platforms.
- Solicit and seek editors who will coordinate and produce the work for posting on the district's social media platforms.
- Advise staff on the need for continuous and up-to-date information to showcase the amazing things that are happening at our schools daily.
- Edit and enhance photos and video content for social media posts on the district's social media platforms.
- Coordinate and create content for the Lacey Township High School Alumni Page.

TERMS OF EMPLOYMENT: Salary and work year to be established by the Board of Education.

EVALUATION: Performance of responsibilities will be evaluated in accordance with established procedure.

Approved by: Lacey Township Board of Education

Date Approved: