

SOCIAL MEDIA ASSISTANT

DEFINITION

Assists with social media messaging, posting, and monitoring; and analyzing social media posts, tweets, photos, videos, and conversations as they relate to the District, departments, and schools.

TYPICAL DUTIES

Monitors and maintains social media activity on various platforms as directed on a daily basis and responds accurately to social media questions, photographs, videos, messaging, or directs them to the appropriate department as they relate to the District.

Assists with developing initial messages alerting District departments, students, and parents of activities involving District schools, campuses, and other District locations and the surrounding community.

Monitors and reviews messaging, postings, and tweeting; and removes or tracks inappropriate social media messaging, photos, and videos from District and school-based Facebook, Twitter, Pinterest, Instagram, and related or evolving social media platforms and communications.

Monitors crisis communication via social media outlets and notifies the appropriate District department and agency of any possible threats and misconduct by students, staff, and/or the public.

Communicates issues on social media that require immediate attention.

Builds and maintains positive working relationships with various departments within the organization and collaborates with the Office of Communications and Media Relations and various District departments, schools' staff and parents, outside organizations, news media, and the public as directed.

Covers District events and assists in taking photos and video and posting on social media.

Develops benchmark criteria to measure the effectiveness of social media messaging and implements improvements as required.

May assist District departments in developing branding campaign and community-outreach strategies using social media.

Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

A Social Media Assistant will assist with social media messaging, posting, and monitoring; and analyzing social media posts, tweets, photos, videos, and conversations as they relate to the District, departments, and schools.

A Public Information Officer I maintains good public relations by establishing and maintaining effective working relationships with representatives of mass communications media, education associations and various other agencies and organizations; visiting officials; and members of the staff; and prepares, processes, and edits official publications, press releases, and reports.

SUPERVISION

Supervision is received from a supervisory or an administrative employee. No supervision is exercised.

CLASS QUALIFICATIONS

Knowledge of:

- Microsoft Office
- Mac OS X
- Current social media tools, trends, and techniques (i.e., Facebook, Twitter, Pinterest, YouTube, etc.)
- Principles, practices, and techniques applicable to news and feature writing for print and web
- Social media content development and layout
- Graphic arts and posting methods
- Effective marketing and communications strategies
- Web and multi-media technologies for use as communications tools
- Proper English grammar, spelling, punctuation, and vocabulary
- Ethnic, cultural, geographic, and socio-economic diversity of the populations served by the District

Ability to:

- Manage workload and write clear and concise communication deliverables (website postings) under tight deadlines
- Use social monitoring tools such as Google Alerts
- Use technology effectively and efficiently
- Analyze emergent situations and programs and determine District and public relations value
- Act judiciously under pressure
- Work effectively with students, school personnel, community organizations, and public agencies
- Operate a computer and related peripheral equipment
- Act calmly and effectively in emergencies
- Communicate effectively orally and in writing
- Collaborate with and act as a resource to other District departments
- Develop effective media campaigns for both English and non-English speaking populations

ENTRANCE QUALIFICATIONS

Education:

Graduation from high school or evidence of equivalent educational proficiency and the completion of at least 60 semester or 90 quarter units or equivalent from an accredited college or university. Required education preferably includes or is supplemented by courses in communications, public relations, journalism, English, or a related field.

Experience:

One year of full-time professional experience in social media communications such as Facebook, Twitter, Instagram, Pinterest, and related platforms. Experience in a school district and working with crisis communication is preferable.

Special:

A valid driver's license to legally operate a motor vehicle in the State of California and use of a motor vehicle.

Subject to 24-hour call that may include weekends.

Ability to speak a foreign language may be required for some positions.

This class description is not a complete statement of essential functions, responsibilities or requirements. Requirements are representative of the minimum level of knowledge, skill and/or abilities. Management retains the discretion to add or change typical duties of a position at any time.

New Class

02-10-14

CA

Updated

01-22-25

Transportation

Language Only