



PLEASE POST

PLEASE POST

**Town of Fairhaven and The Fairhaven Public Schools
Fairhaven, MA 02719**

Position Title: Media & Communications Specialist

Qualifications:

1. A Bachelor's degree or higher from an accredited college or university
2. Excellent writing, editing, and communication skills; writing for a technical audience preferred
3. Experience leveraging social media, e.g. Facebook, Twitter, Instagram, Google+
4. Exceptional time management skills; ability to juggle multiple responsibilities and the willingness to take initiative to support a new, but rapidly expanding new initiative
5. Video experience preferred
6. A sense of humor and a proven ability to work in a polite and friendly manner with all staff members and with the community
7. Such alternatives to the above qualifications as the School Department may find appropriate and acceptable

Performance Responsibilities:

1. Develop press releases and social media content that provides value to our community and increases engagement with the families, students and Fairhaven residents.
2. Ensure that content is focused and consistent with respect to style, quality and tone of voice as well as optimized for search and conversion potential
3. Ability to work on multiple projects in a given time frame
4. Execute social media promotion, engagement and conversion strategies that drive education-awareness, Town initiatives and announcements on the following platforms: Facebook, Twitter, Instagram, Goggle+ and etc.
5. Create, curate, and manage all published content (images, video and written)

6. Coordinate with internal and external school-related events to provide pre, real time, and post social media support
7. Monitor, listen and respond to users in a "Social" way in the district's voice
8. Oversee design (ie: Facebook timeline cover, profile pics, thumbnails, landing pages, Twitter profiles, and video content)
9. Organize and produce as needed publications and press releases
10. Assist the Educational TV Director in engaging with in-house campaigns/videos in support of the district television station
11. Become an advocate for the Fairhaven Public Schools social media spaces, engaging in dialogues and answering questions where appropriate
12. Identify online threats and opportunities in the district. Report notable threats to appropriate management
13. Establish and maintain cooperative relationships with others
14. Establish and maintain open lines of communication with all members of the community.
15. Perform such other related tasks and assume such other related responsibilities as may from time to time be assigned by the Director of Technology as appropriate.

Application Deadline: August 1, 2018

Address letters of application to:

Mrs. Nicole Potter-Director of Technology
Fairhaven Public Schools
128 Washington Street
Fairhaven, MA 02719

WE ARE AN EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER UNDER TITLE IX, EDUCATION AMENDMENTS OF 1972. NO DISCRIMINATION ON ACCOUNT OF GENDER IDENTITY, SEXUAL ORIENTATION, RACE, AGE, COLOR, MARITAL STATUS, DISABILITY, RELIGION, HOMELESSNESS, OR NATIONAL ORIGIN WILL BE PERMITTED IN ANY EMPLOYMENT PRACTICE WITHIN THIS SCHOOL SYSTEM OR ANY OF ITS RELATED ORGANIZATIONS.

NOTE: The School Committee reserves the right to alter qualifications if deemed to be in the best interest of the Fairhaven Public Schools.