



HOLMDEL TOWNSHIP PUBLIC SCHOOLS SCHEDULE "B" JOB DESCRIPTION: COMMUNICATIONS NETWORK – 4 POSITIONS

QUALIFICATIONS:

1. Employed as a full-time faculty or support staff member.
2. Possesses skill in written communication and social media/technology.
3. Demonstrates interest in promoting awareness of student and staff accomplishments and district "news" to a variety of audiences.

REPORTS TO: Superintendent of Schools or School Principal

JOB GOAL: Under the leadership of the Superintendent of Schools or School Principal, to gather and organize school-level information for communications activities and publications such as news releases, website content, newsletters, annual reports, and other publications.

PERFORMANCE RESPONSIBILITIES:

1. To assist the Superintendent of Schools or School Principal, in planning communications activities and publications for a variety of audiences and purposes.
2. Working in conjunction with the School Principal on updates for the assigned school's website and other social media outlets on a weekly basis.
3. To gather and organize information in the form of news releases and take photographs for articles to submit to local news papers through the Superintendent's Office, for use in a variety of school publications, and for use in school and/or district slide presentations.
4. To serve as a member of the district Communications Committee for K-12 articulation purposes.
5. To work with the Superintendent of Schools or School Principal, in designing tools to obtain input and feedback for district communications efforts.
6. To undertake other activities as needed to implement the Communications Program at the discretion of the Superintendent of Schools or School Principal.

TERMS OF EMPLOYMENT: The Communications Network personnel may be required to perform services in connection with the job beyond the school day although release-time meetings of the Communications Committee will be provided. The stipend for the position will

be paid for tasks completed as described in Performance Responsibilities and shall not be limited by hourly, weekly, or monthly schedules.

EVALUATION: The Communications Network personnel will be evaluated annually by the Superintendent of Schools or School Principal in accordance with the provision of the Holmdel Township Education Association collective bargaining agreement concerning Schedule B evaluations.

SOURCE: Regular Public Board Meeting

DATE: February 23, 1994

DATE: June 15, 2016