

GLASSBORO PUBLIC SCHOOLS  
Glassboro, New Jersey

JOB DESCRIPTION

**TITLE:**                   **Communications & Community Affairs Secretary**

**QUALIFICATIONS:** Degree in communications, journalism, or related field. Minimum experience in general or school office work as determined by the board. Knowledge of automated office equipment and excellent word processing and secretarial skills. Strong analytical, communication and human relations skills.

**REPORTS TO:**            Director of Elementary Education

**PROFESSIONAL SUPPORT AND ROLE EVOLUTION**

The district recognizes that the Secretary of Communications & Community Affairs role has evolved from traditional print-based communications to real time digital engagement. Support will include clear expectations, modeling, ongoing feedback, and access to training as appropriate.

**JOB GOAL/MAJOR FUNCTIONS:**

The purpose of the Communications & Community Affairs Secretary is to tell the district's story across all available social media platforms in real time by highlighting student achievement, staff excellence, instructional practice, community partnerships, and districtwide events in a timely, accurate, and engaging manner.

➤ **CORE EXPECTATIONS**

1. The district's story is shared across all available social media platforms to maintain positive PR and identify the district as a premier employer and academic community.
2. Utilize Apptegy to cross-post social media across all available social media platforms (Facebook, Instagram, LinkedIn, etc.)
3. Social media is real time communication, not archival documentation or reporting.
4. Same day posting is the minimum standard for all district and school events.
5. Create, maintain, and annually update a districtwide list of students not able to be photographed.

6. Serve as information liaison within the school system and with the new media and school/community organizations.
7. Set objectives for the district's public information program and plan an annual budget in consultation with school administrators.
8. Supervise and coordinate the preparation and distribution of all school district publications and news releases.
9. Arrange for press conferences as required and prepare press kits for distribution to reporters covering board meetings.
10. Assist the Superintendent in interpreting public opinion about educational issues and the school system in developing policies that promote good public relations.
11. Develop and maintain a speakers' bureau and a list of volunteer resource specialists to serve community organization.
12. Maintain a current mailing list of residents and community groups with interests in educational affairs.
13. Speak at public meetings on matters related to the district's programs and policies as requested by the Superintendent.
14. Provide prompt responses for public information about the district's policies and programs.
15. Plan and supervise the periodic polling of public opinion regarding the district and/or current issues in education.
16. Perform other related duties as may be assigned.

➤ **POSTING TIMELINES**

1. Live school or district events should be posted within one hour of occurrence.
2. Same day school events should be posted before the end of the school day.
3. After hours or off-site events should be posted by 10:00 a.m. the next school day.
4. Announcements or upcoming events should be scheduled 24 to 72 hours in advance.
5. Emergency or time sensitive notices should be posted immediately upon approval.

6. Delays beyond these timelines require proactive communication to the supervising administrator and a documented reason.

➤ **MEDIA STANDARDS**

1. Photos and videos should be recorded and presented in a professional and pleasant manner. Images should show staff, students, and buildings in a positive way.
2. Proactively identifying students whose faces cannot be posted is preferred to minimize delays in posting content.
3. Full student names are not needed for captions or posts if it will significantly delay posting.
4. Acceptable phrasing includes Glassboro High School students, our fourth graders, or members of the Bulldog Pride Band.
5. Name confirmation may occur after posting through post edits.

➤ **CONTENT WORKFLOW**

1. Community Affairs Secretary identifies (both independently and through a communication channel with administrators) events that should be directly captured by the Secretary or by admins who will transmit the images/videos to the Secretary.
2. Photos or video are captured by communications staff or administrators.
3. Using their districtwide list, the Community Affairs Secretary will identify which students will be in attendance and their photo permissions.
4. Posts are published promptly using general descriptors if names are unconfirmed. Captions may be refined later to add names or details.

➤ **POST TYPES AND FREQUENCY**

1. Student achievements should be posted on all platforms daily using photos or video.
2. Staff recognition should be posted on all platforms regularly (minimum 1x per week) using photos or videos.

3. Classroom snapshots should be posted on all platforms daily using photos or video.
4. District events should be posted on all platforms as they occur using photos or video.
5. Community partnership-based content, such as PTO flyers, should be posted as needed on all platforms daily using photos.
6. Announcements should be posted as needed on all platforms daily using graphics or text.

➤ **SUPERVISORY ALIGNMENT AND ROLE RESPONSIBILITIES**

1. Effective July 1, the Secretary of Community Affairs will operate under the direct supervision of the Director of Elementary Education. This alignment is intended to strengthen coordination between district communications and instructional leadership, with particular added emphasis on elementary schools.

➤ **REALIGNED RESPONSIBILITIES UNDER DIRECTOR OF ELEMENTARY EDUCATOR'S SUPERVISION**

1. The Secretary of Community Affairs will serve as the primary communications liaison for all schools.
2. The role includes coordinating coverage of events, assemblies, celebrations, instructional showcases, classroom highlights, family engagement activities, and community events.
3. Weekly or monthly coordination with administrators will occur to identify upcoming events, schedule posts in advance, and confirm coverage responsibilities.
4. The Secretary of Community Affairs will support principals and staff by providing guidance on photo submissions, caption standards, and post prioritization when multiple events occur simultaneously.

➤ **WORKFLOW OVERSIGHT AND COMMUNICATION**

1. The Community Affairs Secretary will establish daily, weekly, and monthly communication priorities, monitor posting timelines and frequency, and address

barriers impacting responsiveness.

2. The Secretary of Community Affairs will communicate proactively if timelines cannot be met, seek clarification immediately rather than delaying posts, and adjust workflow to meet real time communication expectations.

➤ **ACCOUNTABILITY AND PERFORMANCE REVIEW**

1. Daily posting activity is expected.
2. Weekly review will include post volume, timeliness, and engagement metrics.
3. Monthly supervisory check ins will address workflow efficiency, training or support needs, and alignment with district priorities.

**COMMUNICATIONS & COMMUNITY AFFAIRS RESPONSIBILITIES**

<b>Task / Responsibility</b>	<b>Average Frequency</b>	<b>Estimated Hours per Week</b>
Student/classroom achievement/event posts (photos/video + caption)	Daily	3
Staff recognition posts	1 per week	1
District and school event posts	2-3 per week	2
Announcements and scheduled posts	As needed	1
Photo and video review and selection	Daily	3
Caption refinement and name updates	As needed	1
Weekly coordination with elementary administrators	Weekly	1
Analytics review and engagement monitoring	Weekly	1
Supervisor communication and prioritization	Daily	1
<b>Total Estimated Weekly Time</b>		<b>14 hours</b>

**SECRETATIAL SUPPORT FOR DIRECTOR OF ELEMENTARY EDUCATION**

<b>Task / Responsibility</b>	<b>Frequency</b>	<b>Estimated Hours per Week</b>
Calendar management and scheduling	Daily	2
Meeting preparation and coordination	Weekly	2
Email correspondence and follow-up	Daily	2
Document preparation and formatting	Weekly	5
Phone coverage and general office support	Daily	2
Data entry, tracking, and logs	Weekly	4
<b>Total Estimated Weekly Time</b>		<b>17 hours</b>

➤ **PROFESSIONAL DISCRETION AND WORKFLOW FLEXIBILITY**

While the district maintains high expectations for timely and consistent communications, the nature of school events and real-time coverage means workload may vary from week to week. During periods of increased activity, live events, or time-sensitive district priorities, communications responsibilities may take precedence, and certain routine clerical or scheduling tasks may be adjusted or rescheduled in coordination with the Director of Elementary Education. The goal of this structure is to maintain responsiveness, accuracy, and professionalism while allowing reasonable flexibility based on workload demands and district needs.

TERMS OF EMPLOYMENT:

This is a twelve (12) month position with salary and work year to be established by the Board of Education.

EVALUATION:

Performance in this position will be evaluated annually in accordance with provisions of the Board’s policy on evaluation of personnel.

Board Approved