**JOB DESCRIPTION FOR: Director of Personnel and Public Relations**

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**REPORTS TO:** Superintendent

**QUALIFICATIONS:**

As established by Kentucky Revised Statutes, the Kentucky State Board of Education, the Education Professional Standards Board, and the Board of Education.

**GENERAL RESPONSIBILITY:**

In cooperation with other central office personnel: oversee the recruitment, employment, and evaluation of personnel; develop, plan, organize, and implement public relation services for the district.

**DUTIES:**

1. Maintains an understanding of all board policies and procedures, regulations, and

statutes regarding personnel.

2. Advises administrators with regard to the employment and evaluation of personnel.

3. Coordinates the district program for the evaluation of certified and classified employees. This includes the administration of the TELL, Val-Ed, and Student Voice surveys.

4. Coordinates the employment of certified and classified personnel.

5. Develops/maintains an effective recruitment program.

6. Works with other Central Office staff to maintain records of personnel and potential applicants for employment.

7. Reviews all electronic applications for employment and recommends qualified

candidates to administrators and supervisors.

8. Provides new teacher, substitute teacher, and classified substitute orientations.

9. Oversees the implementation and administration of all mandated district-wide training,

to include those on sexual harassment, bloodborne pathogens, and child abuse and

neglect.

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**JOB DESCRIPTION FOR: Director of Personnel and Public Relations (continued)**

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10. Serves as the district coordinator for principal and teacher internship programs: KPIP and KTIP.

11. Administers the district’s participation in the National Board Certification Program and provides data/reports as needed to the Kentucky Department of Education.

12. Regarding potential disciplinary actions for district personnel, conducts investigations and provides counsel and support to the supervisor/administrator. Also oversees the implementation of district policies and procedures with regard to any employee’s claims of sexual harassment and/or discrimination.

13. Coordinates the placement of student teachers in the district’s schools, in cooperation with participating universities.

14. Prepares monthly reports on personnel actions for the Board of Education.

15. Serves as the district’s volunteer coordinator and ensures that a robust volunteer program exists at each school. Makes certain that all volunteers have had a criminal background check, and informs principals/supervisors and office personnel as to the results of the criminal background checks. Notifies any potential volunteers if they fail to meet the board’s guidelines for serving as a volunteer.

16. Assists local college students with scheduling observations of teachers, and provides guidance to school staff when needed.

17. Maintains human resource software programs on behalf of the district: employee application software and substitute finder software, etc.

18. Interfaces with the Education Professional Standards Board as needed and ensures data regarding certified personnel is up to date and accurate. Completes the LEAD report for the district.

19. Develops and oversees teacher recognition programs.

20. Collects and maintains a record of extended employment days for personnel that have such days in their contracts.

21. Participates in appropriate local, state and national professional meetings.

22. Updates, revises, and maintains job descriptions for all personnel.

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**JOB DESCRIPTION FOR: Director of Personnel and Public Relations (continued)**

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23. Researches, writes, edits, publishes, and distributes news releases and pertinent

information to the media for the district and its schools.

24. Develops and coordinates the implementation of a comprehensive media relations plan

that includes campaigns and other methods of acquiring constructive publicity through

the media.

25. Develops and produces innovative written and electronic communication (brochures,

print and email newsletters, video productions, beneficial website links, web content

and related components) for internal and external audiences.

26. Serves as the district’s liaison for social media, to include general oversight of the

district’s website.

27. Serves as the point of contact on the district’s progress with its strategic plan; gathers

and communicates progress of the district’s strategic plan.

28. Represents the school district at selected community events.

29. Serves as a district community liaison for organizations such as United Way, the

Elizabethtown Education Foundation, etc.

30. Performs other duties as assigned by the Superintendent.

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APPROVED BY: ELIZABETHTOWN BOARD OF EDUCATION *February 21, 2017*

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