

1. Reclassify Coordinator to Supervisor (effective 7/1/21)\*
2. Title Change
3. Add Coordinator Web Content
4. Add one Coordinator Video Communications resulting in two positions
5. Delete Coordinator Social Media Content

Summary:

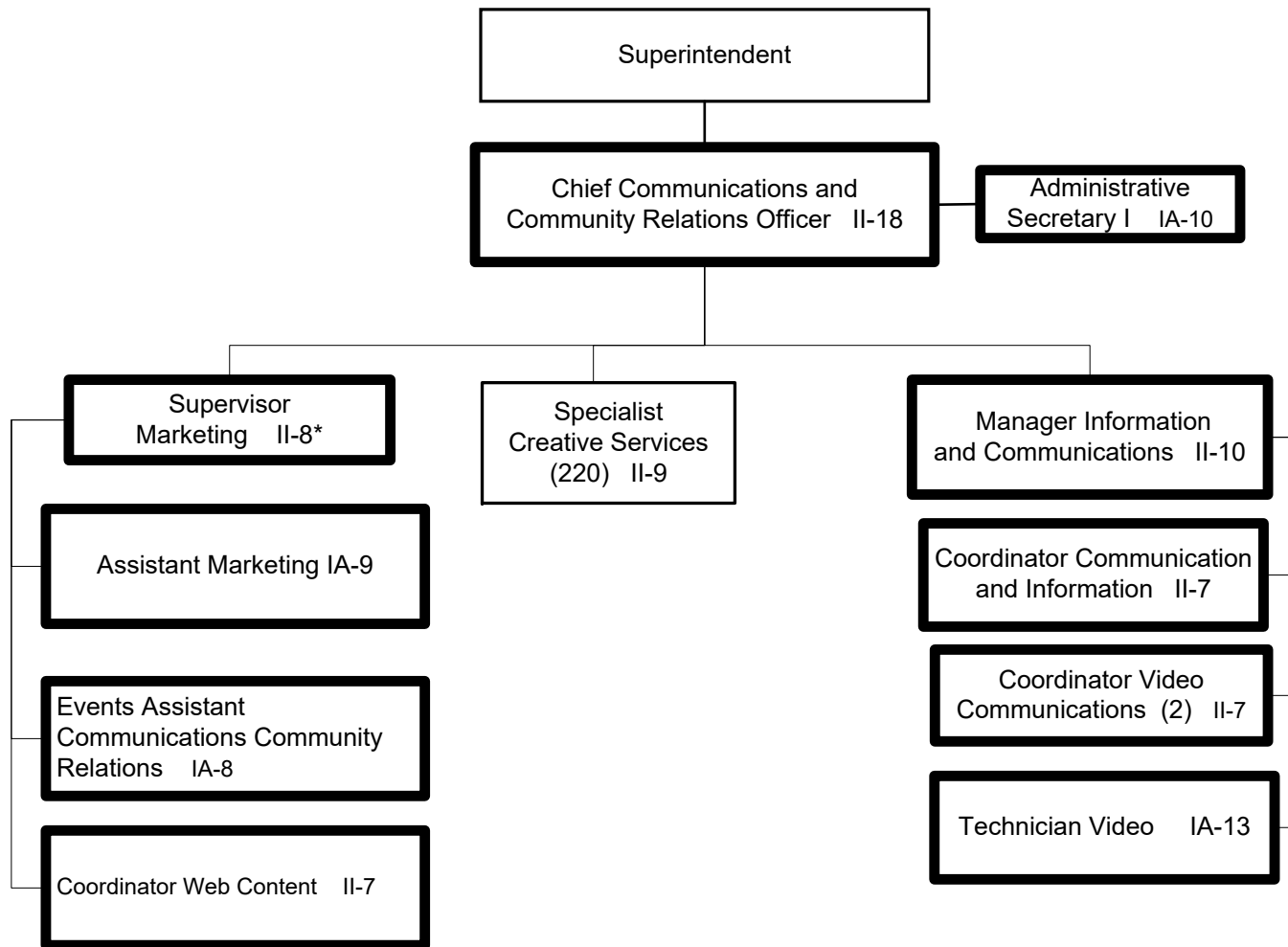
General Fund Positions: 40 11

Categorical Fund Positions: 0

Submitted—12/10/2019 5/4/2021

Effective—12/11/2019 5/5/2021

\*7/01/2021



Summary:

General Fund Positions: 11  
 Categorical Fund Positions: 0



Effective:  
5/5/2021  
7/1/2019

Submitted:  
5/4/2021  
6/11/2019

JOB TITLE:	COORDINATOR VIDEO COMMUNICATION
DIVISION	COMMUNICATIONS AND COMMUNITY RELATIONS
SALARY SCHEDULE/GRADE:	II, GRADE 7
WORK YEAR:	AS APPROVED BY THE BOARD 260 DAYS
FLSA STATUS:	EXEMPT
JOB CLASS CODE:	8335
BARGAINING UNIT:	CLAS

SCOPE OF RESPONSIBILITIES
Assumes responsibility for coordinating the production of district video projects and for creating video news stories for a variety of audiences.

PERFORMANCE RESPONSIBILITIES & EVALUATION CRITERIA
Develops, produces, and compiles information for District video projects
Ensures that all necessary elements and equipment are ready as the project progresses and ensures deadlines are met
Coordinates video production crews assigned to in-studio and field projects
Conducts interviews for District video productions and television programs
Serves as a liaison to District staff and outside agencies
Communicates the on-going status of all elements of the video production to supervision and those involved with the project
Edits the work of others to ensure professional communication standards
Gathers and researches data, documents, and other pertinent information for inclusion in video production
Presents information in clear and direct ways using imaginative and creative approaches
Completes all trainings and other compliance requirements as assigned and by the designated deadline
Performs other duties as assigned by supervisor

PHYSICAL DEMANDS
The work is performed while standing or walking. The work requires the use of hands for simple grasping, pushing and pulling of arm controls, and fine manipulations. The work requires the use of feet for repetitive movements. The work at times requires bending, squatting, crawling, climbing, reaching, with the ability to lift, carry, push or pull light weights. The work requires activities involving being around moving machinery, exposure to marked changes in temperature and humidity, driving automotive equipment, and exposure to dust, fumes and gases.

MINIMUM QUALIFICATIONS
Bachelor's degree
Two (2) years of experience in television and/or video production and direction
Experience in video streaming and Web casts
Valid driver's license
Effective communication skills

DESIRABLE QUALIFICATIONS
Knowledge of school district programs and operations
Experience developing stories for a news magazine format
Experience in a diverse workplace



Effective:  
5/5/2021

Submitted:  
5/4/2021

JOB TITLE:	COORDINATOR VIDEO COMMUNICATION
DIVISION	COMMUNICATIONS AND COMMUNITY RELATIONS
SALARY SCHEDULE/GRADE:	II, GRADE 7
WORK YEAR:	AS APPROVED BY THE BOARD
FLSA STATUS:	EXEMPT
JOB CLASS CODE:	8335
BARGAINING UNIT:	CLAS

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#### MINIMUM QUALIFICATIONS

Bachelor's degree

Two (2) years of experience in television and/or video production and direction

Experience in video streaming and Web casts

Valid driver's license

Effective communication skills

#### DESIRABLE QUALIFICATIONS

Knowledge of school district programs and operations

Experience developing stories for a news magazine format

Experience in a diverse workplace



Effective: ~~NEW:~~ Submitted:  
 5/5/20201 5/4/2021  
 07/01/2019 05/14/2019

JOB TITLE:	<del>ADMINISTRATIVE EVENT</del> ASSISTANT COMMUNICATIONS COMMUNITY RELATIONS
DIVISION	COMMUNICATIONS AND COMMUNITY RELATIONS
SALARY SCHEDULE/GRADE:	IA, GRADE 8
WORK YEAR:	<del>AS APPROVED BY THE BOARD</del> 260 DAYS
FLSA STATUS:	NON-EXEMPT
JOB CLASS CODE:	
BARGAINING UNIT:	CLAA

#### SCOPE OF RESPONSIBILITIES

Provides support and assistance to the Communications Department with various community events centered on District initiatives. Responsibilities will also include coordinating internal and external events to help communicate information to employees and key stakeholders. Performs cross-departmental project management and implementation.

#### PERFORMANCE RESPONSIBILITIES & EVALUATION CRITERIA

Coordinates activities, projects and programs designed to improve community relations for the district

~~Conducts marketing related customer service training for staff as part of new employee orientation~~  
~~customer service trainings as professional development for employees~~

~~Conducts new employee orientations for individuals recently hired by the district~~

Assists in the coordination of the Superintendent's Student Advisory Council meetings

Organizes and facilitates ExCEL Award presentations across the district, as well as the ExCELebration event at the end of the school year

Coordinates the yearly retirement dinner for outgoing employees

Organizes and coordinates activities for the State of the District and Vogt Achievement Scholarship Luncheon.

Assists with the District's administrator kick-off event before the start of the school year

Provides assistance for the annual event, Showcase of Schools

Visits schools and other sites ~~to survey their fitness for designated events for stories or other media events~~

~~Serves as on-site event coordinator, physically placing necessary materials, managing setup and vendor/participant logistics~~

Completes all trainings and other compliance requirements as assigned and by the designated deadline

Performs other duties as assigned by designated supervisor

#### PHYSICAL DEMANDS

The work is primarily sedentary. ~~It requires the ability to communicate effectively using speech, vision and hearing.~~ The work requires the use of hands for simple grasping and fine manipulations. The work at times requires bending, squatting, reaching, carrying or pushing or pulling of light objects. Employee will, at times, be asked to drive to events and community activities.

#### MINIMUM QUALIFICATIONS

High School diploma or G.E.D

At least one year ~~of~~ experience in related field

Ability to establish and maintain rapport with a variety of people and different community groups
General knowledge of the district, good organization and planning skills, and basic computer operations
Effective communication skills

DESIRABLE QUALIFICATIONS
Extensive knowledge of the school district's programs and operations as well as the dynamics of Jefferson County.
Experience in a diverse workplace
Demonstrated understanding of event coordination logistics





Effective: 5/5/2021      Submitted: 5/4/2021

JOB TITLE:	EVENT ASSISTANT COMMUNICATIONS COMMUNITY RELATIONS
DIVISION	COMMUNICATIONS AND COMMUNITY RELATIONS
SALARY SCHEDULE/GRADE:	IA, GRADE 8
WORK YEAR:	AS APPROVED BY THE BOARD
FLSA STATUS:	NON-EXEMPT
JOB CLASS CODE:	
BARGAINING UNIT:	CLAA

#### SCOPE OF RESPONSIBILITIES

Provides support and assistance to the Communications Department with various community events centered on District initiatives. Responsibilities will also include coordinating internal and external events to help communicate information to employees and key stakeholders. Performs cross-departmental project management and implementation.

#### PERFORMANCE RESPONSIBILITIES & EVALUATION CRITERIA

Coordinates activities, projects and programs designed to improve community relations for the district

Conducts marketing related customer service training for staff as part of new employee orientation

Assists in the coordination of the Superintendent's Student Advisory Council meetings

Organizes and facilitates ExCEL Award presentations across the district, as well as the ExCELebration event at the end of the school year

Coordinates the yearly retirement dinner for outgoing employees

Organizes and coordinates activities for the State of the District and Vogt Achievement Scholarship Luncheon.

Assists with the District's administrator kick-off event before the start of the school year

Provides assistance for the annual event, Showcase of Schools

Visits schools and other sites to survey their fitness for designated events

Serves as on-site event coordinator, physically placing necessary materials, managing setup and vendor/participant logistics

Completes all trainings and other compliance requirements as assigned and by the designated deadline

Performs other duties as assigned by designated supervisor

#### PHYSICAL DEMANDS

The work is primarily sedentary. The work requires the use of hands for simple grasping and fine manipulations. The work at times requires bending, squatting, reaching, carrying or pushing or pulling of light objects. Employee will, at times, be asked to drive to events and community activities.

#### MINIMUM QUALIFICATIONS

High School diploma or G.E.D

At least one year of experience in related field

Ability to establish and maintain rapport with a variety of people and different community groups

General knowledge of the district, good organization and planning skills, and basic computer operations

Effective communication skills
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<b>DESIRABLE QUALIFICATIONS</b>
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Extensive knowledge of the school district's programs and operations as well as the dynamics of Jefferson County.
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Experience in a diverse workplace
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Demonstrated understanding of event coordination logistics
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Effective: ~~NEW~~  
7/1/2021  
07/01/2019

Submitted:  
5/4/2021  
06/11/2019

JOB TITLE:	SUPERVISOR <del>COORDINATOR</del> MARKETING
DIVISION	COMMUNICATIONS AND COMMUNITY RELATIONS
SALARY SCHEDULE/GRADE:	II, GRADE <del>87</del>
WORK YEAR:	AS APPROVED BY THE BOARD <del>260 DAYS</del>
FLSA STATUS:	EXEMPT
JOB CLASS CODE:	
BARGAINING UNIT:	CLAS

#### SCOPE OF RESPONSIBILITIES

Specializes in telling stories and building brands (from social/digital to video to print). Makes an impact in the community, leads the District in a variety of best practices and helps communications efforts to produce tangible results. Works with students, educators, administrators, schools, businesses, and community partners on projects. Supports the Communications department, assisting in advertising and marketing campaigns, works with the press and other related media outlets, as well as coordinates events, promotions and external community events.

#### PERFORMANCE RESPONSIBILITIES & EVALUATION CRITERIA

Plans, creates and implements a marketing strategy; develops implements and assists in advertising, marketing and PR strategies to promote internal and external initiatives on behalf of the District

Plans, manages, budgets, activates, attends and evaluates on-site events and promotions

Assists with the successful management of social channel activities for various brands; creates timely and engaging content optimized for intended audience

Assists with development of special events that highlight District initiative and priorities

Develops social presence and advocates brand effectively; leads content creation across various media channels and engages with social communities for initiatives and schools (e.g., Facebook, Instagram, Snapchat, Twitter, etc.)

Assists with writing, design, social media, videography, digital efforts, print materials and events

Assists Academies of Louisville in development and brand strategies

Collaborates to develop community outreach and coordinates related activities for advertising and promotion

Collaborates with graphic designers and the specialist in Creative Services to ensure all visual elements shared with schools enhances and is consistent with district marketing efforts

Maintains awareness and understanding of best-in-class tactics being used by others, as well as looks for opportunities to innovate and elevates existing initiatives

Maintains awareness of emerging trends and platforms to use as necessary

Oversees productions of print materials that will enhance the work of the District

Oversees responsibilities of the Web Content Coordinator to further branding and marketing efforts at JCPS schools

Monitors compliance with federal laws, Kentucky statutes, Kentucky Board of Education regulations, and JCPS policies, rules, and procedures

Visits schools or other sites for stories or media events

Completes all trainings and other compliance requirements as assigned and by the designated deadline

Performs other duties as assigned by supervisor

#### PHYSICAL DEMANDS

The work is primarily sedentary. The work at times requires bending, squatting, crawling, climbing, reaching with the ability to lift, carry, push or pull light weights. The work requires the use of hands for simple grasping and fine manipulations. The work requires activities involving driving automotive equipment.

#### MINIMUM QUALIFICATIONS

Bachelor's Degree in advertising, marketing, public relations, communications or other applicable field

Three (3) years of related work experience

Understanding of social media platforms

Effective communication skills

#### DESIRABLE QUALIFICATIONS

Excellent project management skills

Excellent writing and speaking skills

Experience in a diverse workplace



Effective: 7/1/2021  
Submitted: 5/4/2021

JOB TITLE:	SUPERVISOR MARKETING
DIVISION	COMMUNICATIONS AND COMMUNITY RELATIONS
SALARY SCHEDULE/GRADE:	II, GRADE 8
WORK YEAR:	AS APPROVED BY THE BOARD
FLSA STATUS:	EXEMPT
JOB CLASS CODE:	
BARGAINING UNIT:	CLAS

#### SCOPE OF RESPONSIBILITIES

Specializes in telling stories and building brands (from social/digital to video to print). Makes an impact in the community, leads the District in a variety of best practices and helps communications efforts to produce tangible results. Works with students, educators, administrators, schools, businesses, and community partners on projects. Supports the Communications department, assisting in advertising and marketing campaigns, works with the press and other related media outlets, as well as coordinates events, promotions and external community events.

#### PERFORMANCE RESPONSIBILITIES & EVALUATION CRITERIA

Plans, creates and implements a marketing strategy; develops implements and assists in advertising, marketing and PR strategies to promote internal and external initiatives on behalf of the District

Plans, manages, budgets, activates, attends and evaluates on-site events and promotions

Assists with the successful management of social channel activities for various brands; creates timely and engaging content optimized for intended audience

Assists with development of special events that highlight District initiative and priorities

Develops social presence and advocates brand effectively; leads content creation across various media channels and engages with social communities for initiatives and schools (e.g., Facebook, Instagram, Snapchat, Twitter, etc.)

Assists with writing, design, social media, videography, digital efforts, print materials and events

Assists Academies of Louisville in development and brand strategies

Collaborates to develop community outreach and coordinates related activities for advertising and promotion

Collaborates with graphic designers and the specialist in Creative Services to ensure all visual elements shared with schools enhances and is consistent with district marketing efforts

Maintains awareness and understanding of best-in-class tactics being used by others, as well as looks for opportunities to innovate and elevates existing initiatives

Maintains awareness of emerging trends and platforms to use as necessary

Oversees productions of print materials that will enhance the work of the District

Oversees responsibilities of the Web Content Coordinator to further branding and marketing efforts at JCPS schools

Monitors compliance with federal laws, Kentucky statutes, Kentucky Board of Education regulations, and JCPS policies, rules, and procedures

Visits schools or other sites for stories or media events

Completes all trainings and other compliance requirements as assigned and by the designated deadline

Performs other duties as assigned by supervisor

#### PHYSICAL DEMANDS

The work is primarily sedentary. The work at times requires bending, squatting, crawling, climbing, reaching with the ability to lift, carry, push or pull light weights. The work requires the use of hands for simple grasping and fine manipulations. The work requires activities involving driving automotive equipment.

#### MINIMUM QUALIFICATIONS

Bachelor's Degree in advertising, marketing, public relations, communications or other applicable field

Three (3) years of related work experience

Understanding of social media platforms

Effective communication skills

#### DESIRABLE QUALIFICATIONS

Excellent project management skills

Excellent writing and speaking skills

Experience in a diverse workplace



NEW:  
5/5/2021

Submitted:  
5/4/2021

JOB TITLE:	COORDINATOR WEB CONTENT
DIVISION	COMMUNICATIONS AND COMMUNITY RELATIONS
SALARY SCHEDULE/GRADE:	II-7
WORK YEAR:	AS APPROVED BY THE BOARD
FLSA STATUS:	EXEMPT
JOB CLASS CODE:	
BARGAINING UNIT:	CLAS

SCOPE OF RESPONSIBILITIES
Assumes the responsibility of overseeing content displayed on JCPS school websites. Develops relationships with school leaders to maintain up-to-date information that can be shared with families and the community about events and pertinent details about our schools.

PERFORMANCE RESPONSIBILITIES & EVALUATION CRITERIA
Updates school website content, images, calendar content, schedules, graphics, etc., according to the needs of the school
Maintains a system to capture school-based information to be shared online with key stakeholders at each individual school
Works closely with Graphic Designers and Webmaster to assist in the design of templates for school websites
Supports school and district websites with photographs and other digital media
Implements systems to streamline school websites and create a consistent design across the district.
Develops a strategic plan to grow a school's audience online through school-based websites
Works with Webmaster, Communications Manager and Marketing Coordinator to ensure the school's vision is accurately displayed on the school's website and aligns with the school's marketing plan
Develops web strategy and oversees school website operation, with attention to design, content and site maintenance
Develops a long term plan to bring content to key audiences through school websites
Keeps informed and up-to-date on trends in school website technology and products
Demonstrates excellent communication and writing skills
Expand community outreach efforts through school websites
Performs other duties as assigned by the designated supervisor
Completes all trainings and other compliance requirements as assigned and be the designated deadline

PHYSICAL DEMANDS
The work is primarily sedentary and also requires the ability to communicate effectively using writing, as well as visual and hearing skills

MINIMUM QUALIFICATIONS
Bachelor's Degree with at least one year experience in a related field
General knowledge of the school district, good organizational and planning skills
Effective communication skills

DESIRABLE QUALIFICATIONS
Detailed knowledge of Jefferson County Public Schools
Experience in a diverse workplace