



Kenton County School District | It's about ALL kids.

# Issue Paper

**DATE:**

7/21/21

**AGENDA ITEM (ACTION ITEM):**

Consider/Approve revision to the current job descriptions for "Coordinator of Public Information" and "Media Coordinator/Producer".

**APPLICABLE BOARD POLICY:**

01.11 General Powers and Duties of the Board; 03.233 "Duties": Job Description

**HISTORY/BACKGROUND:**

Currently, the Kenton County School District has a job description for "Coordinator of Public Information" and "Media Coordinator/Producer". The attached proposals for changes in the job descriptions are more aligned to the expectations of the current positions, as needs in the roles have changed over time.

**FISCAL/BUDGETARY IMPACT:**

No net financial impact.

**RECOMMENDATION:**

Approval to revise the current job descriptions for "Coordinator of Public Information" and "Media Coordinator/Producer".

**CONTACT PERSON:**

Malina Owens

  
Principal/Administrator

  
District Administrator

  
Superintendent

Use this form to submit your request to the Superintendent for items to be added to the Board Meeting Agenda.

Principal –complete, print, sign and send to your Director. Director –if approved, sign and put in the Superintendent's mailbox.

Kenton County School District  
Job Description: Media Coordinator/Producer  
Job Class Number: 7363

TITLE: Media Coordinator/Producer

QUALIFICATIONS:

1. Instructional Certification or willingness to pursue instructional certification in graphic design, editing, video development, or other related area
2. Television production I programming experience.
3. Other qualifications as deemed necessary by the board

REPORTS TO: ~~Assistant Superintendent, Executive Director, or designee~~ Director of Public Information and Community Engagement

SUPERVISES: None

JOB GOAL: To provide students, staff, and community with updated school information, programming, and a variety of learning opportunities ~~to stimulate improved awareness and intellectual growth~~

PERFORMANCE RESPONSIBILITIES:

1. Manage, maintain, and operate the district television production facility
2. Produce ~~"Inside Kenton County Schools", "Kenton County Specials", and "Sportsbeat"~~ programs which highlight student/ staff success
3. Coordinate and schedule school originated programming for cable television; cooperative programming on ~~all PEG Channels~~ District YouTube
4. Generate school news ~~for our KCS channel~~ the district
5. Work cooperatively with other academic departments to support the development of media opportunities for students through communications/media classes at every level, morning announcements, weekly specials, graphics, training, etc
6. Provide instructional training for students and staff, including training on video/media skills, network and high end video productions (with animation)
7. Provide technical support services for ~~librarians/media specialist~~ for the district as needed
8. ~~Serve as liaison with KET, Insight, NKU, Telecomm Board of NKY, others~~
9. Provide consultation for technical needs, maintenance, new construction, equipment procurement and training
10. ~~Serve on the District Committees, including Technology, Ambassadors, Communication, and Community Engagement~~
11. Produce KCS District Video Projects: Technology, Primary, Introductions, Presentations, Transportation, and other departmental areas
12. Conduct presentations, speaking engagements, seminars, etc
13. ~~Provide video duplication services for district needs~~
14. ~~Produce 30-sec. Commercials for Insight highlighting our programs and events~~
15. Produce Kenton County graduation videos as requested
16. Video production of numerous KCS D activities: Spelling Bee, Academic Meet, Talent Shows, Plays, Sports, Media Requests, and other events of district level interest
17. ~~Cooperative projects with the Telecomm Board of NKY~~
18. ~~Cooperative work with the Chamber of Commerce~~
19. ~~Coordinate Educational CATV programming in the summer~~
20. ~~CATV and production work on snow days. Update information, editing, etc~~

Kenton County School District  
Job Description: Media Coordinator/Producer  
Job Class Number: 7363

21. ~~Equipment and resource acquisition from various sources: WKRC, business contributions, donations, etc~~
22. Provide technical direction for special media projects and television productions
23. Design multi-media school system productions as needed for special media projects
24. ~~Coordinate activities of personnel assigned to various special media projects~~
25. Remain current on technologies and consult the district on the best use of current ~~networking tools~~ media that can be made available to the school community
26. ~~Perform related duties as requested by the Superintendent or Deputy Superintendent~~
27. Perform other duties as assigned by the supervisor

TERMS OF EMPLOYMENT:

- 220 Days
- Salary Schedule: S13 on Classified Professional Salary Schedule
- FLSA Status: Exempt

EVALUATION:

Performance of the position will be evaluated by ~~an Assistant Superintendent, Executive Director, or designee~~ Director of Public Information and Community Engagement

APPROVED: 05/21/2001

REVISED: 07/21/2003, 10/19/2009, 06/21/2015, 06/14/2018, 06/01/2020

Kenton County School District

Job Description: ~~Public Information Officer~~ Coordinator of Public Information

Job Class Number: 7102

TITLE: ~~Public Information Officer~~ Coordinator of Public Information

QUALIFICATIONS:

1. Knowledgeable regarding the school district
2. Ability to write clearly and concisely
3. Capable of working with ~~the several populations of the school district, including the taxpayers, parents, pupils, teachers, classified staff, and administrators~~ the district web page and district social media platforms

REPORTS TO: ~~The Superintendent~~ Director of Public Information and Community Engagement

SUPERVISES: None

JOB GOAL: To generate in the community at large an awareness of the activities, programs, and accomplishments, ~~and problems~~ of all aspects of the school district

PERFORMANCE RESPONSIBILITIES:

1. To produce and edit ~~periodic~~ digital news letters to be distributed to ~~the general public~~ all stakeholders
2. To ~~produce and~~ distribute news releases ~~to the press, radio, and television~~ and highlight the district activities on district website and social media platforms
3. To ~~visit the several schools for the purpose of searching out newsworthy activities of the school district~~ collaborate with schools to highlight accomplishments with both students and staff
4. Collaborate with business vendors for marketing the district message
5. ~~Such Other public relations activities as may be assigned from time to time~~
6. Provide technical support services for media specialists
7. Serve on district committees including technology, communication, community engagement and safety
8. Conduct presentations, speaking engagements etc.
9. Provide instructional media skills training for students and staff
10. Perform other duties as assigned by the supervisor

TERMS OF EMPLOYMENT:

- 230 Days
- Salary Schedule: G16
- FLSA Status: Non-Exempt

EVALUATION:

Performance of the position will be evaluated by the ~~Superintendent~~ Director of Public Information and Community Engagement in terms of perceived success in accomplishing job goals

APPROVED: 11/25/1980-

REVISED: 06/14/2018