

Bullitt County Public Schools

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TO: Dr. Jesse Bacon, Superintendent *JB*
Adrienne Usher, Assistant Superintendent

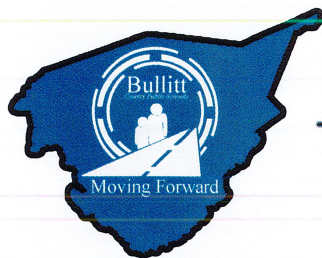
FROM: Althea Hurt, Director of Human Resources *AH*

DATE: March 9, 2022

RE: Item for the March Board Meeting - Updated Position Description

Kali Ervin, BCPS Director of Communications, is requesting approval of the updated description for the school-level extra duty public information position. The request is to change the title of the position to **"School Innovative Media Coordinator"** and update the wording in the description to reflect current technology and communications verbiage and platforms.

Attachments: Memo from Director Ervin
School Innovative Media Coordinator Position Description



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MEMO

TO: Bullitt County Board of Education

CC: Althea Hurt

From: Kali Ervin

Date: March 9, 2022

Re: Request for Approval: Updated Extra Duty Position Description for "School Public Information"

The Director of Communications requests an update to the job description for the extra duty position currently entitled "School Public Information". Updates to the description are as follows:

- Updated position title from "School Public Information" to "School Innovative Media Coordinator"
- Separated responsibilities from qualifications
- Removed name of former Director of Public Relations
- Updated verbiage to reflect changes to current technology and communications platforms
- Added responsibility of communicating mass notifications at the school level



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Extra Duty | School Innovative Media Coordinator

Description The School Innovative Media Coordinator will serve as the lead storyteller for his or her school and will be responsible for many aspects of school-level communication.

General Responsibilities

- Meet with the school admin team to coordinate information, dates, releases, etc.
- Maintain school website
- Collaborate on managing and updating school-level events calendar(s)
- Collect, create, and publish content for school-level social media accounts
- Distribute school-level communications via mass notification system
- Serve as liaison to district communications department to share school-level events and content
- Work with the principal to coordinate local media regarding school-level events and activities
- Assist faculty with various communication tools utilized at the school level
- Maintain digital signage

Required Qualifications

- Current Bullitt County Public Schools Employee
- Proficient in various technology tools, platforms, and social media

Location One per School Facility