

## **ACTION ITEM**

**To:** Members of the Elizabethtown Board of Education

**From:** Kelli Bush, Superintendent

**Date:** April 18, 2022

**Subject:** Communication Specialist

**FACTS:** As social media platforms have grown, the need for a dedicated staff member charged with developing, planning, organizing and implementing communication and public relations services for the district has grown. The employee will be tasked with creating a district communication plan that celebrates, informs and builds upon the Panther Pride that is a tradition in our community. He/she will create branding that will serve to guide and maintain social media, newsletters, websites, etc. in communicating the district's story. The position will be a part time role with a contract of 80 days per year.

**RECOMMENDATION:** I recommend the proposed Communication Specialist job description with corresponding certified job salary schedule be approved.

# Communication Specialist

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**REPORTS TO:** Superintendent

**QUALIFICATIONS:** Bachelor's Degree or Kentucky Teacher Certification

**GENERAL RESPONSIBILITIES:** To develop, plan, organize and implement communication and public relation services for the district.

## **DUTIES AND RESPONSIBILITIES:**

1. Researches, writes, edits, publishes, and distributes news releases and pertinent information to the media for the district and its schools.
2. Develops and coordinates the implementation of a comprehensive media relations plan that includes campaigns and other methods of acquiring constructive publicity through the media.
3. 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.
4. Serves as the district's liaison for social media, including general oversight of the district's website and other social media platforms; organizes and supports a team of local communication leads at each school.
5. Collaborates with district leadership to define communication roles, build capacity, and create an annual creative media plan that addresses specific district needs.
6. Creates and manages a district communication strategy that celebrates, informs and builds community in refining and developing the district's story.
7. Serves as the point of contact on the district's progress with its strategic plan; gathers and communicates the progress of the district's strategic plan.
8. Serves as a district community liaison as appropriate.
9. Performs other duties as assigned by the Superintendent.