



<b>JOB TITLE</b>	Director of Communications
<b>REPORTS TO</b>	Superintendent
<b>SALARY SCHEDULE/GRADE</b>	Certified
<b>CONTRACTED DAYS AND/OR HOURS</b>	240 Days
<b>JOB CLASS CODE</b>	7102
<b>POSITION CLASSIFICATION</b>	Classified Administrator
<b>DATE APPROVED</b>	

**QUALIFICATIONS**

Bachelor’s Degree in Marketing, Communications, Education, or a related field

**POSITION SUMMARY**

This position is responsible for all communication efforts for the Elizabethtown Independent School District.

**PERFORMANCE RESPONSIBILITIES**

- Serve on the Elizabethtown Independent Schools Leadership Team
- Advising communication efforts for the superintendent, Board of Education, school, and district leaders
- Leadership over all major school and district branding, communication, campaigns, and strategic planning efforts
- Coordinating employee communication from the district: special events, emails, training videos, etc.
- Overseeing the management of both internal and external websites
- Managing the district’s Social Media accounts (Facebook, Twitter, Instagram)
- Overseeing the Household Communication Management System
- Point-of-Contact for all media relations (daily newspaper, TV stations, radio stations, etc.)
- Serve as a community liaison with the Chamber of Commerce and local non-profits
- Assist with the district’s legislative research and lobbying efforts
- Serve as the point-of-contact and work closely with the board of directors to oversee the Elizabethtown Education Foundation, Inc.
- Day-to-day tasks including research, planning, writing, photography, video, and graphic design
- Lead any potential contractors that work with EIS on branding, videography, websites, and other communication efforts
- Develop organizational systems to support local schools and district departments with communication and storytelling
- Demonstrate a commitment to professional growth.
- Demonstrate punctuality and regular attendance.
- Adhere to the Professional Code of Ethics for Kentucky Certified Personnel 16 KAR 1:020
- Perform other duties as assigned by Superintendent or designee.

**PHYSICAL DEMANDS**

	<b>SELDOM/RARE</b>	<b>OCCASIONAL</b> <small>(UP TO 1/3 OF WORK DAY)</small>	<b>FREQUENT</b> <small>(1/3 TO 2/3 OF WORK DAY)</small>	<b>FREQUENT</b> <small>(2/3 OF WORK DAY)</small>
Standing/Walking	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Sitting	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Handle/Finger/Feel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reach/Push/Pull	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bend/Stoop/Crouch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kneel/Crawl	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Climb/Balance	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lift/Carry (check weight and frequency)				
Up to 10 lbs.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up to 20 lbs.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up to 50 lbs.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up to 100 lbs.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Over 100 lbs.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>