

JOB TITLE
SPECIALIST
INFORMATION AND
COMMUNICATIONS

DIVISION
ADMINISTRATION

REPORTS TO
DESIGNATED DIRECTOR

SALARY SCHEDULE & GRADE
I I, GRADE 8

LENGTH OF WORK YEAR
260 DAYS

DATE
SEPTEMBER 14, 2009

SCOPE OF RESPONSIBILITIES

Under general supervision, provides assistance in implementation of public information programs of the district and works to promote JCPS and the Board of Education through increasing the awareness of the community at large.

PERFORMANCE RESPONSIBILITIES

1. Assists with writing and distribution of news releases and a wide variety of public and districtwide information material that support the District goals.
2. Assists in writing speeches, talking points and other external and internal items for use by the Superintendent and other JCPS staff.
3. Monitors web-based and other electronic and paper forms of media related to education.
4. Assists the district with media relations activities including contacting media representatives, collecting information for requests, and generating story ideas for publicity.
5. Assists in planning and implementation of special events and activities.
6. Develops and implements collaborative efforts with professional, civic and community organizations.
7. Processes and responds to open records requests in accordance with Kentucky Statutes.
8. Assists with planning, development, and communication of informational programs to maintain favorable public and stakeholder perceptions of the district.
9. Generates and secures placement of story ideas based on current events in education.
10. Performs other duties as assigned by the designated director.

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, crawling, reaching with the ability to lift, carry, push or pull light weights. The work requires being around moving machinery, driving automotive equipment, exposure to marked changes in temperature and humidity and exposure to dust, fumes and gases.

MINIMUM QUALIFICATIONS

1. Bachelor's Degree
2. Three (3) years successful experience in area of assignment

DESIRABLE QUALIFICATIONS

1. Prior experience in an educational institution

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