

PINELLAS COUNTY SCHOOL BOARD  
FLORIDA

PCSB: 6818  
Pay Grade: C04

FLSA: Exempt

**COORDINATOR, MARKETING / STUDENT RECRUITMENT - PTEC**

**MAJOR FUNCTION:**

Performs responsible, professional work in developing, implementing, and monitoring the plan for recruiting students and marketing post-secondary education at PTEC. Work performed involves discretion and independent judgment based on experience and/or knowledge of policies, procedures, and federal/state regulations. Work is performed under general direction and is reviewed through observation, evaluation, and the results obtained.

**DUTIES AND RESPONSIBILITIES:**

- Develops recruitment/marketing presentations for various target audiences.
- Presents recruitment/marketing presentations to various community groups such as chambers of commerce, community agencies, parent/teacher associations, school advisory councils, school board, professional associations, student groups, guidance counselors, and teachers.
- Solicits participation and enlists cooperation of local companies and community groups in the recruitment of volunteers to serve as mentors and tutors.
- Coordinates award programs and other recognition activities.
- Initiates and maintains an alumni association.
- Monitors results of the recruitment/marketing plan.
- Prepares and submits routine reports.
- Performs other related duties as required.

**MINIMUM QUALIFICATIONS:**

Bachelor's degree from an accredited college or university plus three (3) years of progressively responsible related experience in recruiting, public relations or marketing. Must possess a general working knowledge of computer software.

ISSUED: 7/00 AK; BOARD APPROVED: 09/12/00

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities and duties required of those in this classification.

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<b><u>WORKING CONDITIONS &amp; PHYSICAL EFFORT:</u></b>	Seldom Or Never	Monthly	Weekly	Daily	Hourly
1. Lift objects weighing up to 20 pounds		X			
2. Lift objects weighing 21 to 50 pounds	X				
3. Lift objects weighing 51 to 100 pounds	X				
4. Lift objects weighing more than 100 pounds	X				
5. Carry objects weighing up to 20 pounds	X				
6. Carry objects weighing 21 to 50 pounds	X				
7. Carry objects weighing 51 to 100 pounds	X				
8. Carry objects weighing 100 pounds or more	X				
9. Standing up to one hour at a time				X	
10. Standing up to two hours at a time	X				
11. Standing for more than two hours at a time	X				
12. Stooping and bending		X			
13. Ability to reach and grasp objects				X	
14. Manual dexterity or fine motor skills					X
15. Color vision, the ability to identify and distinguish colors				X	
16. Ability to communicate orally					X
17. Ability to hear					X
18. Pushing or pulling carts or other such objects	X				
19. Proofreading and checking documents for accuracy					X
20. Using a keyboard to enter and transform words or data					X
21. Using a video display terminal					X
22. Working in a normal office environment with few physical discomforts					X
23. Working in an area that is somewhat uncomfortable due to drafts, noise, temperature variation, or other conditions	X				
24. Working in an area that is very uncomfortable due to extreme temperature, noise levels, or other conditions	X				
25. Working with equipment or performing procedures where carelessness would probably result in minor cuts, bruises or muscle pulls	X				
26. Operating automobile, vehicle, or van	X				
27. Other physical, mental or visual ability required by the job	X				

Coordinator, Marketing / Student Recruitment - PTEC - PTS