

PINELLAS COUNTY SCHOOL BOARD
FLORIDA

PCSB: 2327
Instructional

FLSA: Exempt

TEACHER ON SPECIAL ASSIGNMENT
**(Marketing And Recruiting Specialist
Magnet School Assistance Program Grant)**

MAJOR FUNCTION:

Responsible for assisting in the development of a public relations and recruitment campaign; developing and maintaining marketing and recruiting materials, including a website; assisting the grant manager in the coordination of a community advisory board; and building community partnerships for the two schools funded under the Magnet School Assistance Program (MSAP) grant.

DUTIES AND RESPONSIBILITIES:

- Coordinates recruiting efforts for programs of choice.
- Assists the project manager in sharing the mission, goals and objectives of the grant.
- Assists the project manager in sharing performance data and communicating progress.
- Assists the project manager in developing and implementing a marketing and recruitment program.
- Assists the project manager in the development of a process to communicate the objectives of the grant as aligned to district, state and national achievement goals.
- Assists the project manager in working with community groups to promote programs of choice.
- Assists the project manager in developing a customer feedback process to measure customer satisfaction.
- Assists in the development and implementation of a community advisory board.
- Assists the project manager in building effective community partnerships.
- Assists the project manager in gathering, analyzing and using data to drive improvement in marketing and recruitment processes and products.
- Assists in developing a communication process related to choice options.
- Assists in training staffs in best practices related to marketing and recruitment.
- Assists in the development of recognition processes for attainment of marketing and recruiting goals.
- Assists in the development of a student, parent and community orientation process.
- Assists in planning and organization of annual district choice fairs.
- Creates marketing and recruiting materials for effective distribution to customers.
- Assists the project manager in determining current levels of performance.
- Assists in comparing current marketing and recruiting efforts to world class choice programs.
- Assists in looking for positive trends as related to implemented marketing and recruiting processes.
- Performs other related duties as required.

MINIMUM QUALIFICATIONS:

Bachelor's degree from an accredited college or university. Florida Education certificate in any field related to the position with three (3) years professional experience. Demonstrated ability in effective oral and written communication skills and group presentations. Experience in working with desktop publishing and other personal computer applications.

PREFERRED:

Demonstrated skill and experience in website design, public relations, advertising and marketing. Working knowledge of magnet and other choice programs.

ISSUED: 3/99 PBL; FORMAT REVISED: 10/04 LMCK; REVISED WC: 2/28/06 LMCK.

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.

Teacher on Special Assignment (Marketing & Recruiting Specialist/ Magnet School Assistant Program Grant)

<u>WORKING CONDITIONS & PHYSICAL EFFORT:</u>	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				

Teacher on Special Assignment (Marketing & Recruiting Specialist/ Magnet School Assistant Program Grant) - INS