



## OSCEOLA COUNTY SCHOOL DISTRICT

### JOB DESCRIPTION

<b>Position Title:</b> Coordinator of Community Involvement and Marketing		<b>Board Approved:</b> 10/17/2017
<b>Position Level:</b> Administrative Salary Schedule/ 12 months	<b>FLSA Status:</b> Exempt	<b>Reports to:</b> Public Information Officer

#### GENERAL DESCRIPTION

To develop and coordinate the district's comprehensive marketing, advertising, and sponsorship sales program and community involvement initiatives to generate additional outside revenue for schools and departments and to increase support of the district.

#### KEY RESPONSIBILITIES

Plan, lead, and facilitate overall strategies for all marketing, advertising, and sponsorship sales opportunities within the district in order to bring additional revenue into the district.

Ensure that all marketing, advertising, sponsorships, and business partnerships are done with messaging quality and consistency.

Establish guidelines for the solicitation and pricing of district and school-level resources and assets.

Manage all aspects of corporate sponsorship proposal development and fulfillment for the purpose of sponsor recognition.

Serve as district liaison with the Education Foundation – Osceola.

Work with any company contracted by the district to provide customized marketing/advertisement services to generate additional non-restricted revenue, services, goods, or donations through solicitation of national and/or major sponsorships and advertisement opportunities.

Enhance relationships with local businesses to develop mutually beneficial partnerships between public education and businesses/organizations in order to support the academic success of students, teachers, and schools.

Provide timely approval and/or feedback prior to any sponsorship or advertising program being implemented in the district.

Report marketing, sponsorship, and advertising program results and revenue quarterly.

Oversee the OASIS school volunteer and business partnership programs to increase community involvement in schools and with the district.

Perform other duties as assigned by Supervisor.

## CLASS SPECIFICATION

<b>Position Title:</b> Coordinator of Community Involvement and Marketing	<b>Reports to:</b> Public Information Officer	<b>Position Level:</b> Administrative Salary Schedule
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<b>KEY JOB REQUIREMENTS</b>	
<i>Formal Education:</i>	Bachelor’s Degree in Business, Marketing, Advertising/Public Relations, Communications, or a related area.
<i>Work Experience:</i>	Minimum five (5) years increased leadership experience in marketing and sales
<i>Impact of Actions:</i>	<p>Makes recommendations or decisions which will usually affect the assigned department or district. Position duties will include responsibility for developing district strategic plans.</p> <p>Individual responsible for generating annual salary amount from outside revenue sources through marketing, advertising, and sponsorship sales.</p>
<i>Complexity:</i>	Work is non-standardized and widely varied requiring the interpretation and application of a substantial variety of procedures, policies, and/or precedents used in combination. Frequently, the application of multiple technical activities is employed; therefore, analytical ability and inductive thinking are required. Problem-solving involves identification and analysis of diverse issues.
<i>Decision Making:</i>	Supervision is present to establish broad objectives relative to basic position duties or departmental responsibilities. Independent judgment is required to set objectives, coordinate activities within a department, or to complete a project. Actions taken may be based on similar situation encountered in the past.
<i>Communications:</i>	Requires regular contacts to discuss issues of moderate importance and to respond to inquiries. Also requires continuing contacts with officials at higher levels on matters requiring cooperation, explanation, and persuasion or with the public involving the enforcement of regulations, policies, and procedures.
<i>Managerial Skills:</i>	Responsible for making recommendations within one department in the area of compensation, staff selection, disciplinary action, complaints, staff performance appraisal, and similar supervisory duties. Plans, assigns and evaluates the work of subordinates for effective operation and results of the department.
<i>Planning:</i>	Four to Twelve Months: Plan events that will occur during the year, and have some effect on the department’s annual expenditures, and/or revenues.
<i>Job-Related Knowledge and Skills:</i>	Advanced Professional Skills: The professional theory and practice of the level above, but applied at the advanced level of a “seasoned” professional. Requires knowledge and ability to successfully implement programs that will serve to benefit the district and produce energy and utility cost savings.
<i>Working Conditions/ Physical Effort:</i>	Work requires minor physical exertion and/or physical strain. Work environment involves occasional exposure to disagreeable elements. This position also requires the ability to occasionally work irregular hours (i.e., nights, weekends and school breaks).

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.