



**COORDINATOR, CTE ADMINISTRATION AND MARKETING PROGRAM**

**GENERAL RESPONSIBILITIES**

Under the leadership of the Director of Technical & Career Education, the position is responsible for assisting in the overall operation of the office, as well as, providing leadership, alignment, and delivery in the development and improvement of the Marketing program for the school division. Additionally, the position ensures that resources are available for teacher and student use and provide the necessary staff development in support of the Marketing program.

**ESSENTIAL TASKS**

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.)

***Administrative Tasks on Behalf of the Director***

- Serve in a project supervisory role, as assigned.
- Oversee grants and other funding streams.
- Assist the Director with oversight and departmental adherence to school board regulations and policies.
- Plan, initiate and manage administrative activities and processes.
- Prepare and/or review correspondence, reports, charts, spreadsheets, and other related materials.
- Respond to non-technical inquires and administrative issues, as appropriate.
- Review and route matters from departmental personnel to the Director.
- Follow-up on departmental issues to ensure a timely response or action.
- Coordinate meetings and conferences relating to departmental matters.
- Attend meetings and conferences as needed, relay pertinent information on behalf of the Director.
- Perform related work as required.

***Marketing Tasks***

- Develop and update instructional materials including but not limited to curriculum guides, parent/student documents, assessment instruments, and report cards.
- Provide guidance in the selection of textbooks and other instructional materials and equipment for the assigned program.
- Maintain basic and supplementary list of instructional materials.
- Conduct textbook adoption process and/or workshops.
- Prepare and monitor the program's budget.
- Review and analyze assessment data for the assigned program.
- Develop short and long-term goals for the curricular area with an emphasis on K-12 alignment and articulation.
- Support and work collaboratively with principals and teaching staff to effect horizontal and vertical continuity and articulation of the instructional program throughout the division.
- Provide ongoing instructional support and classroom management assistance teachers.
- Observe teachers as requested by building administrators and provide immediate feedback on their progress.
- Plan and conduct teacher training programs and conferences dealing with new classroom procedures, instructional materials, equipment, and teaching aids.
- Develop, plan, and conduct professional development activities for building-level administrators, instructional staff and trainers in support of division-wide initiatives, new classroom procedures, instructional materials, equipment and teaching aids.
- Work collaboratively with staff members of Teaching and Learning and other departments, as assigned.
- Serve on a variety of local and state committees, representing the school division in educational projects and initiatives.
- Perform related work as required.



**KNOWLEDGE, SKILLS AND ABILITIES**

Thorough knowledge of the principles, practices, and procedures of the school division; ability to establish and maintain effective working relationships with school administrators and other support staff; ability to employ sound analytical and organizational skills; ability to exercise initiative and good judgment; ability to operate a computer and corresponding software applications as well as other office equipment; ability to communicate effectively, both orally and in writing; ability to establish and maintain effective working relationships with school officials, administrators, teachers, staff and associates.

**EDUCATION AND EXPERIENCE**

**Required:**

Master’s Degree with a post graduate professional license or an endorsement in Administration and Supervision PreK-12 Central Office Only or Administration Supervision PreK-12.

Three (3) years successful teaching experience.

**Preferred:**

Experience with grant administration.

A comparable amount of training and experience may be substituted for the minimum qualifications.

**PHYSICAL REQUIREMENTS**

Must have the use of sensory skills in order to effectively communicate and interact with other employees and the public using the telephone and personal contact as normally defined by the ability to see, read, talk, hear, handle or feel objects and controls. Frequent sitting, walking, bending, grasping, fingering, repetitive motion, and reaching. Occasional standing, stooping, crouching, and driving Ability to lift up to 20 pounds frequently and up to 50 pounds occasionally. Requires timely and regular adherence to established work schedules.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.

**SPECIAL REQUIREMENTS**

Possession of a valid driver's license.

Regular and reliable attendance is an essential function of this position.

FLSA status: Exempt	Description: 2/17
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