

MCDOWELL COUNTY SCHOOLS

Job Description

POSITION: Extracurricular-Data Entry/Marketing Facilitator

REPORTS TO: Director of Student Services

CLASSIFICATION: Professional

FLSA STATUS: Exempt

EMPLOYMENT TERM: August 1, 2015-June 30, 2016

COMPENSATION: \$35.00 an hour (up to twenty-five hours a week)

EVALUATION: Evaluations are conducted as defined in West Virginia Board of Education Policy 5310.

JOB SUMMARY: Maintains database by entering new and updated account information and responsible for assisting with a wide range of general marketing duties.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Responsibilities include but are not limited to:

1. Keeping the database up-to-date by inputting new data, updating old records and performing cross checks;
2. Tracking marketing efforts and monitoring results;
3. Writing press releases;
4. Organizing promotional events;
5. Participating in seminars and webinars;
6. Researching and writing content for the company's website;
7. Keeping the marketing database up-to-date by inputting new data, updating old records and performing cross checks;
8. Ability to work with basic budget information;
9. Demonstrate a strong communication background with the ability to utilize Microsoft, write reports and other grant correspondence; and
10. Demonstrated communication skills; ability to meet deadlines and set priorities and demonstrated computer skills.

ORGANIZATIONAL RELATIONSHIPS:

- Directly responsible to the Director of Student Services
- Works cooperatively with all schools, county staff; community, and WVDE.

QUALIFICATION REQUIREMENTS:

- Hold a valid WV teaching certificate
- Qualifications as outlined in West Virginia Code §18A-4-7a;
- Meet minimum standard for certification as set forth by West Virginia State Board of Education in Minimum Standards for the Licensure of West Virginia School Personnel;
- Good Evaluations and/or recommendations from professional associates, employers, and/or supervisors;
- Must be available after school hours or during school breaks as needed to fulfill job responsibilities at each school; and
- Criminal history check of new applicants for licensure as per WV Code §18A-3.

EDUCATION AND/OR EXPERIENCE:

- Possesses the minimum of a bachelor's degree

REASONING AND OTHER SKILLS/ABILITIES:

- Familiar with computer software including but not limited to Microsoft Word and Excel;
- Ability to define problems, collect data, establish facts, and draw valid conclusions;
- Possess strong financial management background;
- Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions and decimals;
- Ability to apply ratio, percent, probability and estimation concepts;
- Establish priority ordering of tasks necessary to complete a project and convey those understandings and priorities to others;
- Working knowledge of computers and their capabilities;
- Marketing 21st CCLC to schools and communities;
- Ability to read, analyze and interpret financial reports and legal documents;
- Good oral and written communication skills;
- Numeracy and analytical ability;
- creativity and imagination;
- Influencing and negotiation skills; and
- Teamwork.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is regularly required to sit, to stand, to walk, to go up and down stairs, to operate foot and hand controls, to use a telephone, to use a computer, to use interactive technologies, and to write. The employee will need to lift and/or move up to 10 pounds, and occasionally lift and/or move up to 30 pounds or more. While performing the duties of this job, the employee may occasionally push or lift boxes of books, data projectors, computers and equipment related to computers, and AV/Mobile Computer Lab carts
- Specific vision abilities are required by this position which include but are not limited to ability to adjust and focus, read handwritten or typed material. The position requires the individual to meet multiple demands from several people and interact with the public and staff members.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is quiet to loud depending upon the activity in the particular part of the day and location.

The information contained in the job description is for compliance with the Americans with Disabilities Act (ADA) and is not an exhaustive list of duties performed by this position. Additional duties are performed by the individuals currently holding this position and additional duties may be assigned by the Superintendent or his/her designee.

The McDowell County Board of Education does not discriminate on the basis of age, sex, race, color, religion, handicapping (or disabling) condition, marital status, or national origin in employment in its educational programs and activities. Inquiries may be referred to the Title IX Coordinator or Inga Barker, Section 504 Coordinator, McDowell County Board of Education, 30 Central Avenue, Welch, WV 24801, Phone 304-436-8441 or to the West Virginia Department of Education's Director of the Office of Civil Rights.