

Eastern Oklahoma County Technology Center Job Description

Job Title: Community Relations Coordinator
Department: Administrative
Reports To: Assistant Superintendent

SUMMARY: To develop and direct a communications and marketing program to increase the public's awareness and participation in courses and programs at Eastern Oklahoma County Technology Center.

ESSENTIAL DUTIES AND RESPONSIBILITIES: include the following. Other duties may be assigned.

Establish research communications and marketing objectives and strategies to increase the enrollment in daytime programs, adult career development courses, and business and industry services programs.

Develop and provide promotional materials and activities including print, electronic, and direct contact strategies through cooperatively defined set of objectives and strategies.

Work with administration and staff to plan and develop communications strategies to promote technical programs and services through internal and external based strategies to include internal communication exchange, dissemination of information to partners and general public through print and electronic platforms.

Maintain a working relationship with various staff to write copy, design, and layout, and production of promotional and information regarding the school's programs, services, and accomplishments. Designed for distribution to potential customers, stakeholders, and other identified individuals.

Participate in the management teams efforts to provide overall services to staff, district patrons, and others in areas to include student recruitment, crisis management, and general information.

Coordinate special events to promote the districts programs and services; i.e. Graduation, Superintendent's Leadership class, Community Appreciation Luncheon, Student Awards Ceremony, and other means to recognize staff and student accomplishments.

Participate in community organizations and events to represent the district for the promotion of the school's programs and services.

Serve as the communications liaison between the administration, staff, and school to area media outlets for the promotion of program, student, and staff accomplishments through maintaining a working relationship with representatives of the media.

Participate in associations and/or organizations for the purposes of advancement of the district as it relates to the district's visibility and position in the technology system and local communities.

Develop maintain, and manage a budget to deliver a comprehensive communications and marketing program for the district.

Serve as the District's liaison to the EOC Technology Education Foundation.

Work with administration and staff to develop a school communications system to include

students, parents, and staff.

SUPERVISORY RESPONSIBILITIES: Provide supervision of staff volunteers for the completion of various projects and activities.

QUALIFICATION REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience: Bachelor's degree (B.A.) preferred in public relations, marketing or related field; or three years related experience and/or training; or equivalent combination of education and experience. Three to five years of successful public school experience preferred.

Language Skills: Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

Mathematical Skills: Ability to work with mathematical concepts such as probability and statistical inference, and fundamentals of plane and solid geometry and trigonometry. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

Reasoning Ability: Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

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 accommodation may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit. The employee is occasionally required to walk; use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; and talk or hear. The employee must occasionally lift and/or move up to 25 pounds. The employee must have the ability to identify and distinguish color and use close vision to read, proof copy and design publication.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

The noise level in the work environment is usually moderate.