

SEMINOLE COUNTY PUBLIC SCHOOLS, FLORIDA

Position/Job Description

SPECIALIST, Foundation Communication and Events

QUALIFICATIONS

- Bachelor's Degree in marketing, events, communication, business or related field.
- Minimum of two (2) years professional experience marketing, communications, events, or related field.
- Database and social media experience preferred.
- Valid Florida Driver's License.

KNOWLEDGE, SKILLS, ABILITIES

- Knowledge of computer applications and technological equipment as related to specific job functions.
- Knowledge of social media, website, and email marketing principles and practices.
- Knowledge of event planning and management.
- Excellent oral and written communication skills.
- Demonstrated ability to coordinate programs and events.
- Ability to communicate and build relationships with diverse stakeholders including staff, elected officials, community leaders, and the public.
- Ability to recruit, train, and manage volunteers.
- Ability to establish and grow relationships with donors to secure donations and sponsorships.
- Ability to prioritize and work independently on multiple projects simultaneously, while meeting deadlines consistently.
- Demonstrated ability in developing creative concepts, messages, and visual appearances to achieve desired objectives.
- Ability to work a flexible schedule when needed, which may include nights and weekends on occasion.

SUPERVISION

REPORTS TO Executive Director of The Foundation for Seminole County Public Schools
SUPERVISES Assigned Personnel

POSITION GOAL

To organize and manage communication strategies that recognize, engage, and solicit donors to support the organization's mission through social media, email marketing, and website management and to plan and execute large-scale Foundation events.

PERFORMANCE RESPONSIBILITIES

1. *Oversee all communication and marketing plans to build brand awareness, grow/retain donors, and educate community at large and SCPS staff about The Foundation.
2. *Manage the planning, coordination, implementation, and execution of The Foundation's communication including, but not limited to, social media, video production, fundraising campaigns, email marketing, and website management.
3. *Create and maintain consistent, positive branding across all Foundation programs and co-branded SCPS programs.
4. *Manage all aspects of special events including, but not limited to, the annual gala and annual golf tournament.
5. *Serve as staff liaison to the event committees.
6. *Develop event budgets with Executive Director and manage budget income and expenses.
7. *Assist the Executive Director in the creation of presentations and campaigns.
8. *Manage regular website content updates to include, but not limited to, news, event calendar, and event sponsorship/participant registration.
9. *Manage the writing of fact sheets, articles, and e-newsletter development.
10. *Build and maintain positive relationships with donors, the community, and within the District.
11. *Recruit, train, and manage ~~retain~~ fundraising volunteers.
12. *Attend community events for the purpose of increasing awareness about The Foundation, recruiting volunteers, and securing donors.

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- 13. *Participate in a fundraising appeals review and assist in implementing necessary changes to improve the program.
- 14. *Coordinate the marketing materials for all Foundation programs including, but not limited to, Take Stock in Children, Tools 4 Seminole Schools, scholarships, and all events.
- 15. *Assist with digital photography and video production efforts as needed to promote, educate, and inform the community of Foundation programs and initiatives.
- 16. *Work with outside vendors as needed on graphic design or events.
- 17. *Participate and support Foundation activities and events when assigned by the Executive Director.
- 18. Perform other duties as assigned by the Executive Director of The Foundation for Seminole County Public Schools.

*Denotes essential job function/ADA

NOTE: This position is a one-year position. There is no guarantee of continued employment after the first year.

EQUIPMENT / MATERIALS

Standard Office Equipment

PHYSICAL REQUIREMENTS

Light Work Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force frequently. If the use of arm and/or leg controls require exertion of forces greater than that for sedentary work and the worker sits most of the time, the job is rated as Light Work.

PHYSICAL ACTIVITIES

Sitting	Resting with the body supported by the buttocks or thighs.
Standing	Assuming an upright position on the feet particularly for sustained periods of time.
Walking	Moving about on foot to accomplish tasks, particularly for long distances.
Balancing	Maintaining body equilibrium to prevent falling when walking, standing or crouching.
Bending	Lowering the body forward from the waist.
Stooping	Bending body downward and forward by bending spine at the waist through the use of the lower extremities and back muscles.
Reaching	Extending hand(s) and arm(s) in any direction.
Lifting	Raising objects from a lower to a higher position or moving objects horizontally from position to position through the use of the upper extremities and back muscles exerting up to 20 pounds of force.
Finger Dexterity Talking	Picking, pinching, typing or otherwise working primarily with fingers rather than with the whole hand or arm. Expressing or exchanging ideas by means of the spoken word. Those activities in which detailed or important spoken instructions must be conveyed accurately, loudly or quickly.
Hearing Acuity	The ability to perceive speech and other environmental sounds at normal loudness levels.
Visual Acuity	The power to see at a level which allows reading of numbers and text, operation of equipment, inspection of machines, etc.

WORKING CONDITIONS

Indoors & Outdoors The worker is subject to both environmental conditions. Activities occur inside and outside.

TERMS OF EMPLOYMENT

PAY GRADE

AO-13-H \$45,592 - \$77,892
District Salary Schedule
Months 12
Annual Days 258
Weekly Hours 37.5
Annual Hours 1935

POSITION CODES

PeopleSoft Position	TBD
Personnel Category	12
EEO-5 Line	44
Function	9100
Job Code	1487
Survey Code	91010

FLSA

Applicable
 Not applicable

Previous Board Approval

BOARD APPROVED

June 1, 2021
April 7, 2015

ADA Information Provided by Jean Vansmith
Position Description Prepared by Jean Vansmith

The employee shall remain free of any alcohol or non-prescribed controlled substance in the workplace throughout his/her employment in the District.