

MONROE COUNTY SCHOOLS POSITION DESCRIPTION

Title: Coordinator of Professional Growth Management / Community Relations

GENERAL DESCRIPTION

Responsible for the development and communication of information to keep the staff, public and media informed of programs, events, accomplishments and services of the Monroe County School District. The essential functions of the position within the organization are to oversee professional development (instructional and non-instructional) by developing programs and record keeping with a focus on non-instructional; public relations including website management, MCSD app management and social media management; crisis response media management along with community partnerships and athletic programs publicity and transportation.

Primary Duties:

Develops and administers the District's training and development programs with an emphasis on non-instructional staff and leadership development

Coordinates the assessment, development, selection, implementation and administration of noninstructional staff mentoring initiatives

Designs, develops and implements competency modeling for training and development consistent with the District's mission; monitors and analyzes regularly to identify necessary changes or updates as needed

Conducts training needs assessment and prepares a comprehensive plan for learning and employee development

Monitors the effectiveness of existing training policies, guidelines and procedures; recommends changes as needed to improve the performance capability of non-instructional staff

Develops and executes both short- and long-term communications plans to promote, inform and engage all stakeholders on the District's Strategic Plan and all other information put forth by the Superintendent

Provides executive communication support to include assistance with all key communication issues

Develops timely communications that focus on key messages to assist with the understanding of plans, policies and messages by all stakeholders

Manages communication vehicles that promote the District and school accomplishments and

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initiatives through print, digital, web and social media

Promotes and manages the District's image through an effective media relations strategy to include regular and appropriate exposure through press releases, social media and other communication channels; monitors media coverage for message effectiveness

Assists in the coordination of crisis communications for the District

Supports leadership in responses to inquiries and complaints received from citizens, news media and school district personnel

Supports the Superintendent with initiatives that promote the District Goals

Performs additional duties as assigned

Other Duties:

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice. Employees are expected to fulfill other duties as assigned.

GENERAL RESPONSIBILITIES AND REQUIREMENTS

Data Responsibility:

"Data Responsibility" refers to information, knowledge, and conceptions obtained by observation, investigation, interpretation, visualization, and mental creation. Data are intangible and include numbers, words, symbols, ideas, concepts, and oral verbalizations.

Synthesizes or integrates analysis of data or information to discover facts or develop knowledge or interpretations; modifies policies, procedures, or methodologies based on findings.

Coordinates or determines time, place, or sequence of operations or activities based on analysis of data and possibly executes determinations or reports on events.

People Responsibility:

"People Responsibility" refers to individuals who have contact with or are influenced by the position.

Instructs or trains others through explanation, demonstration, and supervised practice, or by making recommendations on the basis of technical disciplines.

Assets Responsibility:

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“Assets Responsibility” refers to the responsibility for achieving economies or preventing loss within the organization.

Requires some responsibility for achieving minor economies and/or preventing minor losses through the handling of or accounting for materials, supplies, or small amounts of money.

Mathematical Requirement:

“Mathematics” deals with quantities, magnitudes, and forms and their relationships and attributes by the use of numbers and symbols.

Uses practical application of fractions, percentages, ratios and proportions, measurements, or logarithms; may use algebraic solutions of equations and equalities, deductive geometry, and/or descriptive statistics.

Communications Requirements:

“Communications” involves the ability to read, write, and speak.

Reads journals, manuals and professional publications; speaks formally to groups of co-workers, staff in other organizational agencies, the general public, people in other organizations, and presenting training; composing original reports and manuals, training and other written materials, using proper language, punctuation, grammar, and style.

Complexity of Work:

“Complexity of Work” addresses the analysis, initiative, ingenuity, creativity, and concentration required by the position and the presence of any unusual pressures.

Performs work involving the application of logical principles and thinking to solve practical problems within or applying to a unit or division of the organization; requires continuous, close attention for accurate results and frequent exposure to unusual pressure.

Impact of Decisions:

“Impact of Decisions” refers to consequences such as damage to property, loss of data or property, exposure of the organization to legal liability, or injury or death to individuals.

Makes decisions with moderately serious impact - affects work unit and may affect other units or citizens.

Equipment Usage:

“Equipment Usage” refers to inanimate objects such as substances, materials, machines, tools, equipment, work aids, or products. A thing is tangible and has shape, form, and other physical characteristics.

Handles machines, tools, equipment, or work aids involving moderate latitude for judgment regarding attainment of standard or in selecting appropriate items.

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Safety of Others:

“Safety of Others” refers to the responsibility for other people’s safety, either inherent in the job or to assure the safety of the general public.

Requires some responsibility for the safety and health of others and/or for occasional enforcement of the standards of public safety or health.

EDUCATION AND EXPERIENCE REQUIREMENTS

Education Requirements:

“Education Requirements” refers to job specific training and education required for entry into the position.

Master's degree in education administration

Licenses Certifications Registrations Required:

“Licenses, Certifications, and Registrations” refers to professional, state, or federal licenses, certifications, or registrations required to enter the position.

Appropriate State of Florida professional certification as required and applicable

Experience Requirements:

“Experience Requirements” refers to the amount of work experience that is required for entry into the position that would result in reasonable expectation that the person can perform the tasks required by the position.

Five or more years of successful experience in education administration

Demonstrated leadership experience as an educational administrator in increasingly responsible positions, including professional development, leadership and staff development, staff mentoring

Demonstrated ability to effectively communicate with the public through written and social media, prepare comprehensive reports and represent ideas clearly and concisely

Demonstrated knowledge in developing comprehensive staff development programs for all categories of employees, specifically non-instructional staff, and effectively manage those programs

Demonstrated knowledge in the ability to build and maintain relationships with diverse groups of internal and external stakeholders

Demonstrated ability to effectively communicate, orally and in writing

Demonstrated leadership, conceptual, analytical, organizational and management skills

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Demonstrated knowledge of current information technologies and electronic communications platforms as related to the position for managing public relations for the District

Demonstrated ability to function independently as a decision-maker within the guidelines established by the Superintendent

AMERICANS WITH DISABILITIES REQUIREMENTS

Physical Demands:

Light work: Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force as frequently as needed to move objects.

Unavoidable Hazards:

“Unavoidable Hazards” refers to unusual conditions in the work environment that may cause illness or injury.

The position is exposed to no unusual environmental hazards.

Sensory Requirements:

“Sensory Requirements” refers to hearing, sight, touch, taste, and smell necessary to perform the tasks required by the position efficiently.

The position requires normal visual acuity and field of vision, hearing and speaking abilities, color perception.

American With Disabilities Act Compliance:

ADA requires the District to provide adequate accommodations to qualified persons with disabilities. Prospective and current employees are encouraged to discuss ADA accommodations with management.

Term of Employment:

Annual Contract

Reports To:

Superintendent of Schools

PAY GRADE: From: D138A01 To: D138S03

Exempt

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Number of Months: 12 Number of Days: 254 Hours: 8

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee _____ Date _____

Board Approved 01/12/2021