Proposed Board-adoption
May 15, 2017

PIONEER AND TECHNOLOGY CENTER
27 RYAN ROAD
SHELBY, OHIO 44875

JOB DESCRIPTION
FOR
PART-TIME MARKETING COORDINATOR

QUALIFICATIONS: Possess at least an Associate Degree and be experienced at marketing.

RESPONSIBLE TO: Director of Operations

GENERAL DUTIES: To coordinate communications, public relations and marketing efforts to promote Pioneer in the community and among the stakeholders. Assist, as needed, in the various operations of the high school and administrative center.

SPECIFIC DUTIES:

A. Develop and carry out public relations efforts in school and community, other local schools and employer groups.
B. Develop and assist in marketing and recruiting efforts and serve on the marketing committee.
C. Provide content and maintain assigned website areas and social media applications.
D. Attend Career Technical marketing and recruiting organization meetings.
E. Greet, welcome and assist visitors/staff/students.
F. Be aware of school activities and conditions to appropriately handle questions as they arise and post information on office monitor.
G. Handle emergency situations such as fire calls, irate parents, bomb threats, weather warnings, etc., to calmly gain the most information and handle the most effective way for the safety and health of personnel at Pioneer.
H. Assist with various duties in the absence of the High School Receptionist.
I. Assist various departments with overflow projects.
J. Assist ECE with billing and requisitions.
K. Perform other duties as assigned by the Superintendent and/or his/her designee.