

SCHOOL DISTRICT OF FLAGLER COUNTY

JOB DESCRIPTION

FLAGLER TECHNICAL COLLEGE MARKETING AND RECRUITMENT SPECIALIST

QUALIFICATIONS:

- (1) Bachelor's Degree, from an accredited college or university; or
- (2) Associate's Degree and two (2) years related experience

KNOWLEDGE, SKILLS AND ABILITIES:

Online marketing and recruitment experience. Skills to work with all adult student populations. An awareness of the community, industry and other outside agencies. Interpersonal skills essential to motivate students. Excellent presentation, communication, and writing skills.

REPORTS TO:

CTE/AGE Assistant Director

JOB GOAL

Promote all programs at FTC. Attract, recruit, and retain students to enable them to reach their optimal potential for learning.

SUPERVISES:

N/A

PERFORMANCE RESPONSIBILITIES:

- *(1) Create yearly marketing plan for FTC.
- *(2) Maintain FTC website and all online social media.
- *(3) Attend community outreach & recruiting events and follow up on possible student leads.
- *(4) Assist with new student registration.
- *(5) Assist and track individual student progress to facilitate successful enrollment.
- *(6) Work with teachers, guidance counselors, administrative staff, and community resources to recruit students.
- *(7) Guide potential students into appropriate programs.
- *(8) Serve as liaison to secondary schools and business community partners.
- *(9) Work closely with health and social services to identify potential adult students.
- *(10) Attend community outreach & recruiting events and follow up on possible student leads.
- *(11) Flexible work schedule required
- *(12) Attend in-service training programs.
- (13) Perform other incidental tasks consistent with the goals and objectives of this position.

*Essential Performance Responsibilities

PHYSICAL REQUIREMENTS:

Medium Work: Exerting up to 50 pounds of force occasionally and/or up to 20 pounds of force as frequently as needed to move objects.

TERMS OF EMPLOYMENT:

Salary and benefits shall be paid consistent with the District's approved compensation plan. Length of the work year and hours of employment shall be those established by the District.

EVALUATION:

Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.

SALARY LANE: Professional PAFZ

July 27, 2023