

MANAGEMENT JOB DESCRIPTION

Feaster Charter School

Position: INNOVATION COORDINATOR

Location: Mae L. Feaster Charter School, 690 Flower St, Chula Vista, 91910
223 workdays per year, 8 hours per day

Salary: Feaster Coordinator Salary Schedule \$120,348.64 - \$139,564.55 per year

JOB SUMMARY:

- **Communications:** Under the direction of the Feaster Charter School Executive Director, the Innovation Coordinator plans, organizes, directs, and evaluates the activities of Feaster Charter School and Community Development. The Innovation Coordinator shall collaboratively develop, implement, and evaluate grants, resource development, and partnership opportunities; coordinate activities that advance internal and external community relations; provide technical and creative assistance to the Feaster Charter School leadership team, and the Charter Board in media relations and communications, as well as marketing and public relations.
- **Technology:** Under the leadership of the Feaster Charter School Executive Director, the Innovation Coordinator carries out activities that include development, programming, testing, implementation, and maintenance of school websites and mass communications and information technology platforms. The Innovation Coordinator supports a range of school information technology initiatives and contributes to the development, oversight, and maintenance of web, expanded learning, and virtual/distance learning applications. The Innovation Coordinator uses creativity and innovation to execute social media strategies; continuously researches ways to maximize digital communications technology; and assists in carrying out activities that strengthen staff members' understanding of communications technology.
- **Grants:** Under general supervision, coordinates the total grant program of Feaster Charter School including as needed, the identification, development, coordination, review, implementation, and evaluation of all grants, grant proposals, and grant-funded projects, to evaluate grant programs; and to write and assist in writing grant proposals.

ESSENTIAL JOB FUNCTIONS:

Communication:

- Creates, develops, implements, and maintains communication tools for the school, and the community, including newsletters, flyers, social media sites, press releases, and websites/pages to maximize community, staff, and family engagement.
- Provides leadership in goal-setting and planning to meet Feaster Charter's objectives in communications, resource development, emergency/crisis planning, marketing, and public relations.
- Utilizes and keeps pace with social media, parent communication systems, and other technology tools to inform and engage community members, parents, and staff about Feaster Charter achievements, events, and student well-being.
- Develops long- and short-range Strategic Communication plans for the purpose of

engaging diverse audiences; ensuring organizational objectives are achieved in the most efficient and timely manner; and participates in the formulation of common message(s) for school leadership.

- Oversees the Feaster Charter School's Enrollment Marketing Plan; improves/maintains the positive community identification, Family Educational Rights and Privacy Act (FERPA) documents, or "brand awareness," associated with Feaster Charter School.
- Collaborates across departments to create innovative marketing and business practices that generate revenue and/or decrease expenditures.
- Manages an array of public and internal information activities utilizing multiple sources, including print and online media.
- Acts as a liaison between the school and families, the community, and outside community organizations and businesses, is also aware of and is active in community initiatives.
- Provides information and assistance to families, media, and the community about a variety of programs.
- Manages the communication of school informational, policy and/or administrative materials (e.g. brochures, fliers, announcements, reports, parent letters, procedures, etc.).
- Develops and enhances relationships with key communicators including city and county government, the Chula Vista Chamber of Commerce and the local business community, law enforcement, service clubs, civic organizations, and local, state, and U.S. elected representatives.
- Prepares and disseminates school updates, feature stories, letters, speeches, blog or social media posts, digital video, photographs, e-newsletters or web content.
- Maintains and monitors the Feaster Charter School's social media sites and updates with appropriate content.
- Assists with coordination of Feaster Charter School's community outreach plan.
- Assists in researching grant opportunities based upon data indicators of Strategic Goals to help realize the Feaster Charter School Shared Vision.
- Provides technical assistance, coordinates, and monitors grants in the areas of budget and operations, including the scheduling of training, selection of participants, and the monitoring and revision of goals and objectives; maintains data regarding grants and grant funding; and provides periodic reports to the Board of Education and to the funding agency.
- Assists in coordinating and monitoring the implementation of site-based grant projects to ensure that each grant project is in compliance with District procedures and the requirements of the funding source.

Technology:

- Responsible for development, maintenance, oversight, and monitoring of Feaster Charter School internet presence; ensures websites and digital media channels convey an image of the school that reflects the organization's vision and values.
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- Serves as a liaison to the Information and Technology Services Department, to support development of systems to interface with existing Student Information System.
- Responsible for submitting requests for user account access related to technology required to support job function; including computer, telephone, and software accounts.
- Creates and manages department distribution lists.
- Utilizes and keeps current with school mass notification systems (i.e. automated phone/email distribution), and related technology tools.

- Researches, implements, and supports best practices for virtual or distance learning/meetings; collaborates with other departments as necessary to ensure broad involvement in meeting online educational needs and initiatives.
- Takes a lead role in the development and management of school websites.
- Plans, designs, and develops site content, with a consistent style and appearance.
- Uses web content management systems to analyze website usage and analytics; website accessibility compliance.
- Assist in publishing, sharing, re-sharing content regularly (original text, images, videos).
- Track and analyze analytic reports to gain insight on traffic, demographics, and effectiveness; utilize this information to positively impact future outcomes.
- Installs, maintains, troubleshoots, repairs, or replaces technology and accessories as required.
- Installs and provides technical support on the various office and student software products necessary to fulfill grant requirements.
- Tracks equipment and maintains inventory of all classroom technology equipment including off-site property use forms.
- Maintains and upgrades staff computers, printers, and, iOS devices.
- Collects and forwards detailed information needed for problem analysis and resolution by Network Administrator, System Administrator, or higher-level technology personnel.

Grants:

- Research grant opportunities based upon data indicators of Feaster Charter's Strategic Goals to help realize the School's Shared Vision.
- Oversees grant or partner support activities; provides data-driven outcomes, audit references, and/or establishment of procedures that meet compliance requirements.
- Identifies available funding sources, obtains Request for Proposal (RFP) information and materials, and disseminates information throughout the community.
- Maintains a file of grant concepts submitted by personnel seeking funds and matching these ideas to available funding sources.
- Coordinates responses to RFPs to ensure that, whenever possible, School proposals are not in competition with each other.
- Writes and/or edits grant proposals.
- Reviews all grant proposals prior to submission to the funding agency.
- Provides technical assistance, coordinates, and monitors grants in the areas of budget and operations, including the scheduling of training, selection of participants, and the monitoring and revision of goals and objectives; maintains data regarding grants and grant funding; and provides periodic reports to the Board of Education and to the funding agency.
- Coordinates and monitors the implementation of site-based and other School-funded grant projects to ensure that each grant project is in compliance with School procedures and the requirements of the funding source.
- Supports relevant site staff in the implementation and evaluation of funded projects.
- Evaluates both formative and summative grant programs as needed.

ADDITIONAL JOB FUNCTIONS:

- Support School Communications. This position would work to regularly communicate with parents, community, and staff.
- Post events and report events on Feaster Charter School social media.
- Collaborates with others (e.g. District personnel and administration, school personnel,

community organizations, etc.) for the purpose of carrying out and maintaining services or programs.

- Performs related duties as assigned.

ESSENTIAL JOB REQUIREMENTS - QUALIFICATIONS:

- Ability to: Analyze problems, identify alternative solutions, project consequences of proposed actions, implement recommendations in support of goals; delegate duties and tasks, oversee their administration, and provide necessary input; exercise leadership through the use of organizational, supervisory, and interpersonal skills; interpret, apply, and communicate applicable federal, state, and local policies, procedures, laws, and regulations; assist in preparing and administering a department or division budget; learn, interpret, and correctly apply District policies, rules, and regulations; knowledge of MS Suite of programs.
- A strong customer service attitude.
- Competency in the theory and practice of implementing and supporting computer operating systems, application software, and other information technology systems.
- Interpersonal skills needed to foster effective and cooperative working relationships with technical support staff at school site and the District office.
- Ability to effectively communicate with nontechnical staff regarding the use of their assigned computer hardware and software, to isolate and resolve problems in the operation of District technology, to document work required and work completed, and to work effectively on teams or in carrying out individually assigned tasks.
- Two years of experience in grant research, writing, and evaluation.
- BA degree required in related field or equivalent experience; Master's Degree, highly desirable.

Clearances

- Completion of and clearance from TB risk assessment
- Pass criminal background check
- Bilingual (English/Spanish) preferred
- Computer Literacy

REQUIRED DOCUMENTS FOR APPLICATION SUBMISSION:

APPLY ONLINE AT EDJOIN:

THIS POSITION IS OPEN UNTIL FILLED

- The submission of at least one document from each of the following groups is required for this position:
 - Application for Position
 - Letter of Intent
 - Current Resume
 - Three Confidential Recommendation Forms (Give form to references and they email/send directly

to araceli.vargas@cvesd.org)

- For additional information, visit our website <https://feaster.cvesd.org/> or call us directly at (619) 422-8397.

Board Approved: 09-06-2023