



Job Description

POSITION TITLE:	Coding Advocate CodeStack Professional Learning and Support	#2503
SALARY PLACEMENT:	Classified Salary Schedule Range 37	

SUMMARY OF POSITION:

Under the general direction of the CodeStack Division Director, the Coding Advocate will serve as the bridge between the coding academy and its current and future students. This role combines recruitment, student mentorship, community outreach, public engagement, and hands-on coding. The Coding Advocate will actively code alongside students, contribute to coding projects, support instructional efforts, and model best practices in programming. As an enthusiastic representative of the academy, this individual will help students thrive in their coding journey while promoting the school through events, social media, and community partnerships.

MINIMUM QUALIFICATIONS – EDUCATION, TRAINING, AND/OR EXPERIENCE:

Possess a high school diploma or equivalent of the completion of the twelfth grade. Possess one year of experience in web development or one year experience as an instructor at CodeStack Academy.

DESIRABLE QUALIFICATIONS – EDUCATION, TRAINING, AND/OR EXPERIENCE:

Knowledge of programming or the tech industry. Basic knowledge of web development, or other popular languages. Experience in community outreach, student counseling, or related roles. Excellent public speaking and interpersonal communication skills. Background in education, tech bootcamps, or community programs.

KNOWLEDGE, SKILLS, AND ABILITIES:

Student Recruitment & Outreach

- Identify and engage with prospective students through events, school visits, and online outreach.
- Develop and maintain partnerships with local schools, community organizations, and industry groups.

Student Support & Counseling

- Serve as a mentor and counselor for students during their program, providing academic guidance, career advice, and encouragement.
- Monitor student progress and collaborate with instructors to support student success.

Community Engagement

- Represent the academy at local tech events, meetups, workshops, and conferences.
- Build and nurture a strong network of alumni, community supporters, and tech partners.

Public Speaking & Promotion

- Speak at events and panels to promote the coding school and tech career pathways.
- Host and participate in info sessions, webinars, and open houses.

Social Media & Campaign Management

- Lead or support social media campaigns highlighting student success, program updates, and community stories.
- Create engaging content (blogs, videos, posts) to promote the academy's mission and values.

Possess a valid California driver's license and proof of liability insurance coverage in the minimum amount required by SJCOE policy; insurable by the SJCOE carrier. Must furnish own transportation as required to fulfill job duties.

ESSENTIAL FUNCTIONS:

Essential functions may include, but are not limited to:

1. Identify and engage prospective students through outreach events, school visits, and digital platforms.
2. Coordinate informational sessions and community presentations to promote coding programs.
3. Serve as a primary point of contact for students throughout their program.
4. Provide mentorship, academic guidance, and career support to help students succeed.
5. Collaborate with instructors and support staff to track progress and intervene when needed.
6. Build relationships with local schools, nonprofits, and community organizations.
7. Represent the academy in community events, coding fairs, and workforce development meetings.
8. Plan and execute recruitment and awareness campaigns (both in-person and digital).
9. Host coding workshops, webinars, and speaking engagements to raise awareness about the academy.
10. Create and curate content for social media platforms to engage the community and promote student stories.
11. Work with the marketing team to align messaging with brand goals and mission.
12. Establish and maintain effective work relationships in the performance of required duties.
13. Track outreach efforts, student feedback, and success metrics.
14. Provide regular reports and recommendations to improve student recruitment and retention.
15. Advocate for equitable access to technology education for underrepresented groups.
16. Encourage participation from students of all backgrounds and foster a welcoming environment.
17. Assist in planning open houses, hackathons, demo days, and student showcases to build excitement and engagement.
18. Represent the values and mission of the coding school in all internal and external communications.
19. Stay up to date with trends in tech education and advocate for continual improvement.
20. Actively code alongside students, contribute to coding projects, support instructional efforts, and model best practices in programming.
21. Perform other related duties as required.

PHYSICAL REQUIREMENTS:

Employees in this position must have the ability to:

1. Sit for extended periods of time.
2. Enter data into a computer terminal, operate standard office equipment, and use a telephone.
3. See and read a computer screen and printed matter with or without vision aids.
4. Hear and understand speech at normal levels and on the telephone.
5. Speak so that others may understand at normal levels and on the telephone.
6. Stand, walk, and bend over, reach overhead, grasp, push, pull and move, lift, and/or carry up to 25 pounds to waist height.

WORK ENVIRONMENT:

Employees in this position will be required to work indoors in a standard office environment and outside at various community events, which may include fairs, sporting events, as well as school sites, and come in direct contact with SJCOE staff, district office staff, and the public.

