



Job Description

POSITION TITLE:	Project Liaison I, Special Projects STEM Workforce Development and Innovation Educational Services	#6318
SALARY PLACEMENT:	Management Salary Schedule Range I	

SUMMARY OF POSITION:

Under the direction of the Division Director of STEM Programs, developing and posting social media content, writing and reviewing press releases, marketing copy, and newsletters, generating lists of current contacts and initiatives, seeking and responding to marketing and advocacy opportunities, giving presentations, developing materials, attending conferences and additional statewide and community events, supporting and planning events and meetings, collaborating with multiple agencies to provide cohesive messaging, and providing support and training.

MINIMUM QUALIFICATIONS – EDUCATION, TRAINING, AND EXPERIENCE:

Possess an Associate's Degree or possess extensive experience in media advertising, social media channel development/management, event and program management.

DESIRABLE QUALIFICATIONS – EDUCATION, TRAINING, AND EXPERIENCE:

One to two years working in developing and managing communication systems. Experience working with educational organizations and/or business and industry.

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of:

- assigned software
- social media applications
- public relations

Ability to:

- operate a computer
- meet schedules and timelines
- proof and edit rough draft copy
- manage multiple tasks and meet deadlines
- communicate effectively both orally and in writing
- provide accurate and timely information
- be flexible based on program needs

Possess:

- proficiency with current technology for performance of duties
- knowledge and skills in planning, setting agendas, and coordinating/conducting meetings/trainings

- 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

DISTINGUISHING CHARACTERISTICS:

The Project Liaison series represents entry level management positions and has two levels.

ESSENTIAL FUNCTIONS:

1. Essential functions may include, but are not limited to the following:
2. Work effectively with school districts, community organizations, government agencies, parents, students, and/or staff.
3. Maintain confidentiality on issues concerning program and staff.
4. Participate, coordinate, or conduct a variety of meetings, committees, trainings, workshops, and/or conferences in order to present materials and information concerning department programs, services, operations, and activities; represent the SJCOE at local, regional, and state meetings, conferences, in-services, boards, councils, and events.
5. Maintain current knowledge and interpret applicable rules, regulations, policies, procedures, contracts, State and Federal laws, codes, and regulations.
6. Communicate effectively both orally and in writing.
7. Analyze situations accurately and adopt an effective course of action.
8. Establish and maintain cooperative and effective working relationships with others.
9. Work independently with little direction.
10. Supervise and evaluate staff.
11. Meet schedules and timelines.
12. Prepare reports as needed for program.
13. Oversee and manage budgets.
14. Maintain a log of marketing activities to regularly report on goals and progress.
15. Develop and follow marketing strategies on a variety of media channels, including social media.
16. Frequent posting of content on social media channels.
17. Generate marketing copy and social media content.
18. Monitor social media channels for potential issues and consumer complaints.
19. Work with various teams to develop strategies for online presence and in person events.
20. Work effectively with various teams to develop strategies for online presence and cohesive messaging.
21. Respond professionally to user requests for assistance and support.
22. Work effectively in both an individual and team environment.
23. Follow media related to K-12 education to develop filler content for marketing channels.
24. Conduct training and support on and off-site, as necessary.
25. Work with teams and partnerships to develop compelling content for various marketing channels.
26. Support events in all stages including planning, logistics, and post event activities.
27. Perform other related duties as assigned.

PHYSICAL REQUIREMENTS:

Employees in this position must have the ability to:

1. Sit and stand for extended periods of time.
2. Enter data into a computer terminal, operate standard office equipment, and use a telephone.
3. Hear and understand speech at normal levels and on the telephone.
4. See and read the computer screen and printed matter with or without vision aids.
5. Speak so that others may understand at normal levels to small or large groups, 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 and/or outdoors in an educational and standard office environment. Employees may come in direct contact with students, parents, SJCOE and school district staff, outside agency staff, and the public.

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