

**9.20.04**

**MAGNET ALUMNI/MARKETING/RECRUITMENT  
SPECIALIST**

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**Reports to:** Assistant Superintendent for Secondary Education

**Dept./School:** Magnet Office

**Wage/Hour Status:** Exempt

**Length of Contract:** 240 days

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**PRIMARY PURPOSE:**

Under the direction of the assistant superintendent, oversee the planning, development, implementation, and evaluation of the magnet marketing and recruitment as well as the alumni program for the district.

**QUALIFICATIONS:**

**Education/Certification:**

Bachelor's degree; Master's degree  
Must hold a current Arkansas teaching certificate

**Special Knowledge/Skills:**

Ability to effectively communicate (written and verbal) with employees, colleagues, service providers, and community members  
Knowledge and skills in using technology  
Knowledge of marketing and public relations

**Experience:**

Minimum of three (3) years as an educator  
Prior experience in marketing or sales

The Board may find appropriate and acceptable alternatives to the above qualifications.

**MAJOR RESPONSIBILITIES AND DUTIES:**

1. Demonstrate relentless commitment to academic achievement of all students.
2. Demonstrate effective customer service strategies to all district patrons.
3. Foster collegiality and team building among staff; encourage their active involvement in the decision-making process.
4. Communicate and promote expectation for high-level performance from staff and students; hold staff and students accountable for high performance; recognize excellence and achievement.

**JOB DESCRIPTION**

**Magnet Alumni/Marketing/Recruitment Specialist**

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5. Articulate a clear direction for all students and staff; articulate a positive image of the school district and school district personnel.
6. Work with appropriate advertising agencies to develop magnet marketing efforts.
7. Create magnet advertisements and commercials.
8. Organize recruitment events district-wide as well as at individual magnet campuses.
9. Oversee a public relations program; coordinate with the public relations department regarding recruitment activities related to the magnet program.
10. Develop a high school alumni office and oversee the pathways to post-secondary success for students.
11. Perform other duties as assigned.

**WORKING CONDITIONS:**

**Mental Demands:**

Ability to communicate effectively (verbal and written); interpret policy, procedures, and data; coordinate functions; maintain emotional control under stress; maintain a clear focus on customer service; ability to manage others in a non-coercive manner

**Physical Demands:**

Frequent district-wide travel; occasional prolonged and irregular hours; ability to lift and carry 50 lbs.

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Date Approved: February 5, 2018

Last Revised by Administration:

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The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities, duties, and skills that may be required.

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Employee

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Date

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Supervisor

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Date