



**BAY DISTRICT SCHOOLS  
DEPARTMENT OF HUMAN RESOURCES  
JOB DESCRIPTION**

**TITLE: COORDINATOR OF MARKETING & COMMUNITY OUTREACH**

**QUALIFICATIONS:**

1. Bachelor's Degree from an accredited college or university with a major in marketing, public relations or communications. Master's degree preferred.
2. Minimum of five (5) years of experience in public relations, marketing, fundraising or communications

**PHYSICAL REQUIREMENTS: Medium**

- *Light Work: Exerting up to 25 pounds of force occasionally and/or up to 15 pounds of force as frequently as needed to move objects.*
- *Medium Work: Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently and/or up to 10 pounds of force as needed to move objects.*
- *Heavy Work: Exerting up to 100 pounds of force occasionally, and/or up to 50 pounds of force frequently and/or up to 20 pounds of force as needed to move objects.*

**REPORTS TO:** As assigned by Bay District Organizational Structure.

**SUPERVISES:** As assigned by Bay District Organizational Structure.

**PERFORMANCE RESPONSIBILITIES:**

1. Manages and responds to public records requests in accordance with state and district policies.
2. Develops and implements fundraising strategies to support district initiatives.
3. Researches and identifies potential grant opportunities for educational programs.
4. Prepares grant proposals, applications and reports in collaboration with district stakeholders.
5. Drafts, edits and distributes press releases to local media outlets.
6. Ensures accurate and timely communication of important events and news.
7. Coordinates and supervises employee recognition programs on the weekly, monthly and annual levels.
8. Fosters relationships with media representatives to enhance positive coverage.
9. Plans and executes large special events, including but not limited to, community forums, education fairs and district celebrations.
10. Coordinates logistics, secures necessary permits and ensures seamless execution of events.
11. Collaborates with internal and external partners to enhance event success.
12. Assists with a comprehensive expansion of parent/guardian contacts through district software programs
13. Develops and implements marketing strategies to promote the district's brand and initiatives.
14. Collaborates to create engaging content for various platforms.
15. Utilizes social media and other communication channels to disseminate information to the community.
16. Performs other duties as assigned.

**TERMS OF EMPLOYMENT:**

1. Successful completion of State and Federal Background check is required for employment.
2. Twelve (12) months. Paygrade as established by the School Board in current Salary Placement Schedule 2.

**EVALUATION:** Performance evaluated annually in accordance with School Board Policy.

  
Reviewed by Dept. of Human Resources

**APPROVED APR 9 2024**  
Adopted by Bay District School Board