

9703
FLSA Status: N
Hours: 7.5
Grade: 16

School District Five of Lexington and Richland Counties
Job Description
JOB TITLE: Recruitment Specialist

POSITION: Recruitment Specialist
SALARY: District Support Staff Salary Schedule/Grant Funded
Days of Work: 240 days

GENERAL STATEMENT OF JOB

This position will be a key support staff in the Central Magnet Office, which guides the strategy and implementation of recruitment and marketing efforts to promote the Discover Five magnet programs to prospective students, families, and the community. This person will work with the District's Public Information Office in order to ensure consistency of messaging that aligns with district communications' strategy "many voices, one message" and work collaboratively to build on existing community partnerships as well as targeting new individuals and businesses for magnet school programs to partner with to enhance thematic content and engage community members. Reports to the MSAP Project Director.

SPECIFIC DUTIES AND RESPONSIBILITIES

- Plan, implement, and coordinate all marketing and recruitment activities related to MSAP schools.
- Plan, implement and coordinate recruitment events within the district and in the external community to reach prospective students and families.
- Ensure that implementation timetables for marketing and recruitment functions are met.
- Prepare reports as needed for MSAP Project Director and District Staff.
- Assist in devising and implementing recruitment strategies to reduce minority group isolation at the target schools in order to meet enrollment goals set forth in the grant.
- Adhere to all MSAP policies and regulations.
- Work with Public Information Office to create press releases as needed.
- Work with Public Information Office to create and communicate consistent messaging for the district's magnet schools.
- Work with local businesses, civic groups and community organizations to promote the district's magnet programs.
- Actively participate in community events for outreach and education purposes.

MINIMUM TRAINING AND EXPERIENCE

Must possess a bachelor's degree (master's degree preferred) from an accredited university or college, and at least three years of successful marketing and/or public information, preferably in a school environment. Candidates must also have budgetary, procurement, and scheduling experience, and experience facilitating external partnerships.

Candidates must be able to understand and apply federal grant laws and regulations. Experience in grants management and project management is preferred.