



Job Title: **Public Engagement Coordinator**

Department: **Government Relations**

Supervisor: **Chief of Staff**

Lane Placement: **ESP Lane 17**

Schedule: **8 hrs / 242 days**      Evaluation Group: **JCES 8**

FLSA Classification: **Non - Exempt**

## **JOB DESCRIPTION**

Reporting directly to the Director of Government Relations, the Public Engagement Coordinator is responsible for assisting the Superintendent and the Director of Government Relations in cultivating positive and productive relationships between the school district and parents, School Community Councils, PTA and other parent organizations, legislators, local government officials, and other stakeholders.

## **ESSENTIAL FUNCTIONS**

- As directed by the Superintendent and Director of Government Relations, schedules meetings with legislators, mayors, city councils, and other government officials; attends legislative committee meetings; and monitors bills and budget issues relevant to the district and K-12 education.
- Coordinates responses to requests for information and updates from legislators, PTSA groups, local government officials, and others.
- As directed, attends city council and planning meetings in Cottonwood Heights, Midvale, Alta, Sandy, and Draper, and updates the Superintendent and Director of Government Affairs on these proceedings.
- Coordinates “town meetings” for constituents of board members as directed by the Superintendent.
- Establishes positive relationships with each School Community Council and attends SCC meetings as directed and/or invited on behalf of the Superintendent.
- As directed by the Superintendent and Director of Government Relations, and in consultation with principals, assists with the training of School Community Councils and Council officers.
- Responsible for helping each high school feeder system and its parent organizations organize and implement a “Legislator Day in the Schools” program to showcase school programs and accomplishments to legislators and local government officials.
- As directed by Superintendent and Director of Government Relations, organizes and assists in conducting community meetings with parents, business leaders, and other stakeholders to ensure an ongoing dialogue between patrons and the school district.
- Assists the Director of Communications in establishing a marketing plan for the school district and individual schools, including logo, print materials, Web site, newsletters, DVDs, RSS feeds, etc.
- Assists the Office of the Superintendent and schools in planning, organizing, and implementing events, including employee recognition events, press conferences, scholarship nights, and other events as directed.
- As directed by the Superintendent and Director of Government Relations, develops and implements programs designed to improve customer service at the school and district levels.
- Supports the District’s efforts to inform the media, community, and employees concerning District accomplishments, problems, and concerns and serves as a liaison in responding to community problems and concerns as directed.
- Under the direction of the Superintendent and Chief of Staff, coordinates logistics and projects necessary to transition the new school district to independent operation.

- As directed by the Superintendent and the Director of Government Relations, serves as a liaison to charter schools, private schools, and home schools within the boundaries of the school district.
- Predictable and reliable attendance.

During times of state or district emergency, all employees may be required to perform additional duties that are not required on a normal basis in support of educational and operational priorities. e.g. Performs general cleaning and sanitizing of work areas, provides remote assistance to students and staff, and any other reasonable duty as needed.

### **NON-ESSENTIAL FUNCTIONS**

- Other duties as assigned.

- This description should not be construed to contain every function/responsibility that may be required to be performed by an employee assigned to this position.
- To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.
- The requirements listed below are representative of the education, knowledge and experience requirements; the machines, tools and equipment used; background; and any licenses or certifications required.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

### **QUALIFICATION REQUIREMENTS**

- Incumbent must be fingerprinted and clear a criminal backgrounds check.
- Requires Bachelor's degree in Marketing, Business, Communications, Public Relations, or related field.
- Significant private sector management experience in marketing and customer service required.
- Significant experience working directly with state and local elected officials on K-12 education issues required.
- Strong understanding of the legislative process required.
- Minimum of three years leadership experience in a school PTA, PTO, School Community Council, or other parent organization required.
- Extensive experience as an event coordinator strongly preferred.
- Experience with, and strong understanding of, Utah School Trust Lands program strongly preferred.
- Experience working with, or attending, schools and companies in diverse settings outside Utah strongly preferred.
- Successful and relevant prior experience working at the executive level in a public school district, institution of higher education, or government agency strongly preferred.
- Must possess comprehensive knowledge and understanding of Canyons School District goals, objectives, and priorities articulated by the Board of Education.
- Must possess detailed understanding of the political, demographic, and ethnic dynamics of the communities making up the Canyons School District.
- Requires outstanding interpersonal skills, the ability to work well with a variety of stakeholders and patrons, ability to work in a team environment, and unrelenting focus on customer service. Interacts with Board members, parents, organization representatives, State Office personnel, consultants, all District personnel and the general public.
- Must possess great sense of humor, outstanding flexibility, ability to work in a fast-paced environment, and skill at directing tasks and assignments with high-level, well-educated, opinionated, outgoing personalities.
- Must have advanced written and verbal communication skills.

- Excellent computer skills with Microsoft Word applications (e.g. Word, Excel, Powerpoint, etc.) and financial application software required.
- Significant experience working with, or reporting directly to, elected or nonprofit governing board strongly preferred.
- Accuracy, integrity, and confidentiality are critically important.
- Must have outstanding organization and initiative, and a professional, courteous demeanor suitable for working at the executive level and interacting with patrons, customers, and education leaders at the highest levels.

**NOTE: The Administration reserves the right to require specific training for this position. However, depending upon the type and quality of prior work experience and availability of formal training programs, some exchanges can be made between training and experience.**

**PHYSICAL REQUIREMENTS---Not limited to the following:**

- Physical ability to perform the essential functions listed above with or without reasonable accommodation.
- Requires the ability to lift a minimum of ten (10) pounds.
- Possess the physical, mental, and emotional stability to work under stressful conditions, including but not limited to: deadlines, contract requirements, inspection requirements, and interaction with critical personnel.

**Note:** *This list of essential and marginal functions and of physical requirements is not exhaustive and may be supplemented*

All employees are required to participate in the District evaluation process.  
It is the employee's responsibility to review and adhere to all district policies and procedures.  
This information may be reviewed at [www.canyonsdistrict.org](http://www.canyonsdistrict.org)

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Effective date: 6/8/2020