

PARK CITY SCHOOL DISTRICT

JOB DESCRIPTION

COORDINATOR-LEISURE LEARNING

DEFINITION:

Under the direction of Director-Community Education, plan, organize, coordinate and implement the daily operations and activities of the District's Leisure Learning program; coordinate and supervise assigned classes and programs for all ages (preschool through adult) based on community interests and needs; design a variety of marketing materials for Leisure Learning community education programs; train and provide work guidance to assigned personnel.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Plan, organize, coordinate and implement the daily operations, services, programs and activities of the District's Leisure Learning program; provide services within established timeframes and in compliance with related requirements; formulate and develop Leisure Learning policies, procedures and programs.
- Train and provide work guidance to assigned personnel; provide leadership, direction, and team building; perform personnel administrative functions (e.g. interviewing and selecting instructors and providing professional development opportunities, etc.).
- Maintain necessary instructor staffing levels, enhancing productivity of staff, and ensure necessary department/program outcomes are achieved; coordinate recruitment, and scheduling of instructors.
- Develop instructor contracts and ensure instructor payroll is processed accurately and in a timely manner.
- Research, plan and implement class programming, schedules and pricing for classes offered to the community; plan and conduct class evaluation surveys.
- Prepare and maintain a variety of narrative and statistical reports, contracts, records and files related to personnel and assigned activities.
- Communicate with other administrators, teachers, students, vendors, personnel, community members and outside organizations to coordinate activities and programs, resolve issues and conflicts and exchange information.
- Collaborate with the Information technology department to troubleshoot and resolve registration and technical issues related to assigned program.
- Greet, receive and respond to visitors, students and telephone calls; send and receive emails; respond to inquiries and provide information.
- Conduct inventory of supplies and order supplies and materials as needed.
- Monitor classes and programs to ensure that performance outcomes are achieved within budget, department, and District objectives.
- Input and update a variety of data in an assigned computer system; develop queries, spreadsheets and generate a variety of statements; ensure accuracy of input and output data.
- Operate a computer and assigned software programs; operate other office equipment as assigned; drive a vehicle to conduct work.
- Attend and conduct a variety of meetings as assigned; participate in workshops and trainings; plan and coordinate of a variety of special events.
- Collect, receive, verify and process incoming cash, credit card transactions, monies, deposits and receipts; issue and prepare receipts and class credits; count and record monies into proper accounts; prepare monies for bank deposits; process online registrations and refunds.
- Manage and monitor budget allocations, expenditures, fund balances and related financial activities.
- Create and implement the District's Leisure Learning program marketing and email marketing plan; ensure plan development stays in line with the District's vision, mission, and branding concepts.
- Write copy, edit materials, design and layout marketing materials; arrange for printing and distribution of materials for brochures, flyers, booklets, publications, schedules, website announcements, social media posts, newsletters, e-marketing and written materials.

- Manage and review the content of the program information posted on website, related social media sites, and other various platforms; manage online class registrations; post class offerings to the website; perform a variety of duties related to social media content creation, scheduling and analytics.
- Develop and cultivate relationships with local community members and media to increase positive exposure for the Leisure Learning program in newspaper and radio media.

OTHER DUTIES:

- Perform related duties as assigned.

REQUIRED QUALIFICATIONS:

Education and Experience:

- Any combination equivalent to: Bachelor's degree in journalism, english, communications, public relations or related field and three (3) years increasingly responsible experience in the administration of programs, communications, journalism or public relations. Some experience working in community/continuing education is desirable.

Licenses and other Requirements:

- Valid Utah State Class D Driver's License.
- Criminal Justice Fingerprint/Background Clearance.

Knowledge of:

- Planning, organization, coordination and implementation of the District's Leisure Learning program.
- Principles and practices of training.
- Applicable laws, codes, regulations, policies and procedures.
- Marketing, promotion and advertising principles and practices.
- Public relations principles, practices and techniques.
- Web content development and social media marketing techniques.
- Applicable community/continuing education practices and programs.
- Interpersonal skills using tact, patience and courtesy.
- Diverse academic, socioeconomic, cultural and ethnic backgrounds of students and community members.
- Operation of a computer and assigned software including desktop publishing, graphics and other related software.
- Oral and written communication skills.
- Cash and credit handling techniques and methods.
- Basic accounting principles applied to student accounts and budget management.
- Letter and report writing practices.
- Correct English usage, grammar, spelling, punctuation and vocabulary.
- Customer service practices and techniques.

Ability to:

- Plan, organize, coordinate and implement the daily operations and activities of the District's Leisure Learning program.
- Train and provide guidance to assigned staff.
- Communicate effectively both orally and in writing.
- Interpret, apply and explain rules, regulations, policies and procedures.
- Interview, hire and retain qualified class instructors.
- Establish and maintain cooperative and effective working relationships with others.
- Plan, organize and maintain an effective marketing plan.
- Plan, compose and produce brochures and a variety of materials to distribute to the community.
- Operate a computer and assigned office equipment.
- Analyze situations accurately and adopt an effective course of action.
- Prepare comprehensive narrative and statistical reports.
- Meet schedules and time lines.
- Work independently with little direction.

- Plan and organize work.
- Maintain records and files.
- Make arithmetic calculations with speed and accuracy.

WORKING CONDITIONS:

Work Environment:

- Indoor/Office environment.
- Driving a vehicle to conduct work.
- Evening or variable hours.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Dexterity of hands and fingers to operate a computer keyboard.
- Hearing and speaking to exchange information in person or on the telephone.
- Sitting and standing for extended periods of time.
- Seeing to read a variety of materials.

The information contained in this job description is for compliance with the Americans with Disabilities Act (A.D.A.) and is not an exhaustive list of the duties performed.

FLSA STATUS:

APPROVAL DATE

SALARY GRADE

Non-Exempt

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