



PINELLAS COUNTY SCHOOL DISTRICT, FLORIDA

PCSB: 8070
Pay Grade: E07

FLSA: Exempt
PTS

BUSINESS TECHNOLOGIES, MARKETING AND DIVERSIFIED EDUCATION SPECIALIST
REPORTS TO: Executive Director, Career, Technical and Adult Education
SUPERVISES: Instructional Staff Support Staff
QUALIFICATIONS: Master's degree from an accredited college or university with certification in any area of Business Technology Education, Marketing Education, Diversified Education, or an equivalent certification as defined by the Florida Department of Education. Five (5) years of related professional experience to include three (3) years of successful teaching experience in a vocational setting. Demonstrated organizational and communication skills.
PREFERRED: Certification in Administration/Supervision, Educational Leadership, School Principal, or Vocational Education Director.
MAJOR FUNCTION
The Supervisor of Business Technologies Marketing and Diversified Education is responsible for the supervision, curriculum design and development and continuous improvement of Business Technology Education, Marketing Education and Diversified Cooperative Training programs. This responsibility includes goal setting, planning, organizing, coordinating, decision-making, communicating and evaluating. The Supervisor collaborates with other district departments and individual schools in meeting the district's strategic directions.
ESSENTIAL RESPONSIBILITIES
<ul style="list-style-type: none">• Supervises programs in the areas of Business Technology, Marketing and Diversified Cooperative Training as appropriate at the middle school prevocational, secondary vocational and postsecondary levels.• Facilitates articulation of all levels of programs with outside agencies.• Serves as contact person for the business community relevant to supervised programs.• Promotes, communicates and reviews progress toward program and Business Technologies, Marketing and Diversified Education departmental goals.• Represents the district at state meetings related to the instructional program.• Develops and manages departmental budget priorities and annual budget.• Advocates, facilitates and monitors the alignment of curriculum, instruction, assessment and improvement (CIAI) in the accomplishment of district goals.

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ESSENTIAL RESPONSIBILITIES (Continued)

- Facilitates and oversees the development of long and short-term vocational equipment replacement plans.
- Represents Business Technologies, Marketing and Diversified Education on cross-functional teams.
- Performs other duties aligned to Strategic Direction, Division Plan and the operation of Curriculum Services and Business Technologies, Marketing and Diversified Education as assigned.
- Develops budget within department parameters that aligns to program, department and district goals.
- Participates in goal setting and planning processes within the department, based on district vision and planning.
- Plans and implements student activities programs for vocational student organizations for supervised programs.
- Plans for and implements the development of new programs as appropriate.
- Solicits and listens to customer input from staff, schools, parents and the business community. Monitors customer satisfaction results.
- Develops and monitors program processes and services based on needs of students, teachers, administrators, families and the business community.
- Provides recommendations for staffing model.
- Maintains an information system that supports, and monitors the district's strategic directions.
- Monitors and communicates data in CIAI as related to Business Technologies, Marketing and Diversified Education students.
- Interprets impact of federal and state legislation and state board rule as it relates to Business Technologies, Marketing and Diversified Education programs and students.
- Monitors and communicates current labor market information relevant to supervised programs.
- Continually monitors performance-based indicators relevant to program viability.
- Participates in departmental FTE projections, staffing model recommendations and problem solving.
- Evaluates program support and program staff.
- Advocates, facilitates and monitors career development of staff.
- Communicates professional development opportunities for district and school based personnel
- Plans and conducts professional development opportunities for district and school based personnel.
- Recognizes staff member's contributions to the district, division, department and program goals.
- Seeks opportunities for personnel professional growth and development.
- Assists in the recruitment, selection, orientation and induction of instructors as appropriate. Participates in curriculum development and design activities.
- Participates in School Improvement Plan processes. Interprets and monitors curriculum design and development, instructional strategies and continuous improvement.
- Supports and monitors process for establishing vocational equipment replacement priorities.
- Assists in development, preparation, implementation and evaluation of all state and federal projects.
- Participates in analyzing performance results and measures in relation to instructional methodology used for highest student achievement.
- Communicates results and provides recommendation for adjustments to instructional methodology based on analysis of results for continuous program improvement.
- Communicates performance-based on program data results and provides recommendations relevant to the continuous improvement of instructional programs
- Performs other related duties as assigned.

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TERMS OF EMPLOYMENT

Salary and benefits shall be paid consistent with the district's approved compensation plan. Length of the work year and hours of employment shall be established by the District.

Performance of the job will be evaluated in accordance with provisions of the School Board's policy on evaluation of personnel.

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities and duties required of those in this classification.

HISTORY OF JOB CLASSIFICATION

ISSUED: 10/90 PBL; BOARD APPROVED: 11/28/90; REVISED (MQ's): 10/98 PBL; BOARD APPROVED: 10/13/98; REVISED (TITLE & MQ's): 12/98 PBL; BOARD APPROVED: 01/12/99; REVISED TITLE, MF, D&R: 05/03 WB; BOARD APPROVED 05/28/03; UPDATE DIVISION NAME: 1/06 AK. REVISED TITLE, MF, D&R & MQ'S: 5/09 RAS; BOARD APPROVED: 6/16/09 EFF 7/01/09; REVISED TITLE, MQs, PREFERRED 04/12/21, LM; BOARD APPROVED: 04/27/21

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<u>WORKING CONDITIONS & PHYSICAL EFFORT:</u>	Seldom Or Never	Monthly	Weekly	Daily	Hourly
1. Lift objects weighing up to 20 pounds		X			
2. Lift objects weighing 21 to 50 pounds		X			
3. Lift objects weighing 51 to 100 pounds	X				
4. Lift objects weighing more than 100 pounds	X				
5. Carry objects weighing up to 20 pounds		X			
6. Carry objects weighing 21 to 50 pounds		X			
7. Carry objects weighing 51 to 100 pounds	X				
8. Carry objects weighing 100 pounds or more	X				
9. Standing up to one hour at a time				X	
10. Standing up to two hours at a time				X	
11. Standing for more than two hours at a time	X				
12. Stooping and bending			X		
13. Ability to reach and grasp objects				X	
14. Manual dexterity or fine motor skills					X
15. Color vision, the ability to identify and distinguish colors				X	
16. Ability to communicate orally					X
17. Ability to hear					X
18. Pushing or pulling carts or other such objects			X		
19. Proofreading and checking documents for accuracy					X
20. Using a keyboard to enter and transform words or data					X
21. Using a video display terminal					X
22. Working in a normal office environment with few physical discomforts					X
23. Working in an area that is somewhat uncomfortable due to drafts, noise, temperature variation, or other conditions	X				
24. Working in an area that is very uncomfortable due to extreme temperature, noise levels, or other conditions	X				
25. Working with equipment or performing procedures where carelessness would probably result in minor cuts, bruises or muscle pulls	X				
26. Operating automobile, vehicle, or van	X				
27. Other physical, mental or visual ability required by the job	X				