

PINELLAS COUNTY SCHOOL BOARD
FLORIDA

PCSB: 2327
Instructional

FLSA: Exempt

TEACHER ON SPECIAL ASSIGNMENT
(Magnet Programs)

MAJOR FUNCTION:

Primary responsibilities are to develop promotional materials for magnet schools/programs funded by the Magnet Schools Assistance Program (MSAP) grant and to implement public awareness campaigns for those sites.

DUTIES AND RESPONSIBILITIES:

Assists MSAP Project Manager in:

- Implementing marketing/recruitment programs for all four sites.
- Coordinating recruitment of students and teachers for magnet sites.
- Working with community groups to promote magnet schools.
- Working with the media.
- Writing press releases.
- Developing brochures and marketing materials.
- Writing and laying out newsletters.
- Designing graphics for grants and presentations.
- Developing slide presentations.
- Creating publicity videos.
- Designing flyers and posters.
- Performs other related duties as assigned.

MINIMUM QUALIFICATIONS:

Bachelor's degree from an accredited college or university. Florida Education certificate in any field related to the position with three years professional experience. Demonstrated ability in effective oral and written communication skills and group presentation. Experience in working with desk top publishing and other personal computer applications.

PREFERRED:

Demonstrated knowledge of and/or experience in public relations/communications and/or advertising/marketing. Experience and/or knowledge of magnet/choice programs.

ISSUED: 10/93 DHL; FORMAT REVISED: 10/04 LMCK; REVISED WC: 2/28/06 LMCK.

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.

Teacher on Special Assignment (Magnet Programs)

<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				

Teacher on Special Assignment (Magnet Programs) - INS