

CLOVIS UNIFIED SCHOOL DISTRICT

Job Description: Resource Development Specialist I – Foundation and Marketing

Salary Grade: 25

Salary Schedule: Classified

Department: Communications

Reports to/Evaluated by: Chief Communications Officer

FLSA: Non-Exempt

SUMMARY

Assists District marketing and communications efforts and school site foundations, resource development, and other organization units with planning and coordination of special events and education programs. Develops and maintains contact lists and communications schedules for potential and current supporters of the Foundation for Clovis Schools and other revenue generating efforts of the District such as the fee-based publication CUSD Today. May advise and assist with preparing grant applications and monitoring funding expenditures.

DISTINGUISHING CAREER FEATURES

The Resource Development Specialist I is the first in a two-level career path providing support to communications, event planning, and foundation activities. The Specialist I provides para-professional support to professionals and administrators responsible for fund raising, fee-based education, events, and external communications. Advancement potential exists to Resource Development Specialist I based on need, compliance with the qualifications of the position, and a demonstrated ability to seek external funding sources that are not revolving opportunities open to school districts in general.¹

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Maintains a variety of records, including mailing lists, event participant lists, and records of income and expenditures.
- Assists in the planning and implementation of special events and programs.
- Contacts vendors and arranges for services.
- Assists in the preparation of marketing and public relations materials.
- Responds to inquiries and provides information to staff, the public, and representatives of outside organizations.
- Prepares a variety of reports and correspondence.
- Performs other related duties as required.

QUALIFICATIONS

- Knowledge of: Practices of public relations, marketing, and fund raising. Event planning and coordination. Record-keeping techniques. Effective oral and written communication skills.

- Ability to: Assist in the planning and implementation of marketing and fund-raising activities. Prepare marketing and fund-raising materials. Maintain accurate records and files. Communicate effectively, both orally and in writing. Establish and maintain effective working relationships.

Certifications, Licenses, and Special Requirements:

- A valid California Class “C” Driver’s License is required.

Education and Experience:

- The position typically requires an Associates degree, concentrating in English, journalism, marketing communications or related field and three years of experience in public relations, marketing, or communications capacity. Additional higher education may substitute for some experience.

Working Conditions:

- Work is performed indoors where minimal safety considerations exist.