

---

<b>Position:</b>	Resource Development Specialist I – Foundation and Marketing	<b>FLSA:</b>	Non-exempt
<b>Department/Site:</b>	Communications	<b>Salary Grade:</b>	23
<b>Reports to/Evaluated by:</b>	Chief Communication Officer	<b>Salary Schedule:</b>	Classified

---

**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 paraprofessional 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.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Maintains records that identify and have contact information of current and potential donors or advertisers. .
- May assist in the development of video and other district marketing materials directed to the community at large.
- Prepares correspondence and other forms of communications such as those used to recognize or acknowledge contributors.
- Participates in the development of District and Foundation marketing and promotional materials that support fund raising and marketing activities..
- Coordinates, and implements special events such as, but not limited to, recognition events, fund-raising events, and award events.
- Assists and participates in developing and coordinating new income producing projects that involve community businesses and other organizations.
- Recruits, orients, and assigns volunteers who provide support to District and Foundation sponsored events.

- Accepts and records fees and in-kind services for District programs and Foundation donations. Processes documentation used for invoicing, payroll deductions, etc. Monitors accounts receivable and prepares a financial performance report for each event.
- Assists in preparing contracts and otherwise making arrangements for advertising, donations and/or grant contracts.
- Arranges meetings as directed. Prepares agendas and related materials. Confirms dates and times. Makes hotel and travel arrangements as directed.
- Updates and maintains Internet and intranet web pages that contain advertising and marketing text.
- Guided by preliminary specifications, arranges for samples of proposed artwork, obtains approvals, receives final proofs, obtains final approvals and arranges for the publication of promotional materials.
- Monitors revenue and expense budgets for marketing activities.
- Performs other duties as assigned that support the overall objective of the position.

## **QUALIFICATIONS**

**Knowledge and Skills:** The position requires knowledge of fund-raising and marketing activities, and event planning. The position requires working knowledge of promotional and marketing communications principles, methods, and formats. Requires a working knowledge of, and skill at sequencing the logistics involved in organizing communications action plans, special events, fund-raising and in-kind support, and producing promotional materials. Requires a working knowledge of computer-aided office productivity tools including but not limited to, word and desktop publishing, graphics, internet and intranet web page editing programs. Requires well-developed language and writing skills to prepare professional materials and edit text to be suitable for communications. Requires well-developed human relation skills to work with diverse audiences, make introductions to group processes, and interact and discuss common program information with a wide range of contacts throughout the District.

**Abilities:** Requires the ability to carry out the essential functions of the position. Requires the ability to learn, explain, and promote District marketing, fund-raising and education programs and functions. Requires the ability to learn, identify, organize, and sequence activities that support marketing, communications, fund-raising, and education projects. Requires the ability to conduct research and learn about resources that offer non-revolving grant and special program opportunities. Requires the ability to conceptualize and prepare layouts for promotional materials. Requires the ability to work under deadline pressure and handle simultaneous projects. Requires the ability to access web site pages to edit and update material. Requires the ability to troubleshoot problems associated with production of graphics and web page images. Requires the ability to compose written copy from instruction, concept, or hand copy and convert to formats suitable for external distribution. Requires the ability to work cooperatively with diverse populations.

**Physical Abilities:** Incumbent performs work in an indoor office environ of largely a sedentary nature. Requires ambulatory ability to sit for extended periods of time and stand and walk to remote locations for intermittent periods of time. Requires the ability to lift and carry lightweight materials (under 20 pounds) on an occasional basis. Requires hand-arm-eye coordination to operate a personal computer keyboard at an advanced rate. Requires visual acuity to arrange materials, observe movements of people, and read letters

and numbers. Requires auditory ability to project voice to large audiences, hear conversation, and carry on conversations in person and over the phone.

**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.

**Licenses and Certificates:** Requires a valid driver's license.

**Working Conditions:** Work is performed indoors where minimal safety considerations exist.