

POSITION DESCRIPTION
Independent School District 77
Mankato, MN 56001
Community Education



I. Title: Communications and Customer Experience Assistant Specialist (June 2025)

II. Job Summary: Responsibilities include:

Under the direction of the Director of Community Education and The Enrichment & Leisure Program Coordinator, the position advances communications strategy, customer service, registration systems, internal/external correspondence, and reception leadership.

The position plays a pivotal role in delivering outstanding services at Mankato Area Public Schools by ensuring a positive and seamless experience for students, community and staff..

III. MAJOR RESPONSIBILITIES

Core Responsibilities:

Communications & Public Engagement 55%

- Serve on the department communications team: coordinate messaging, submit content, and proofread materials. Guided by the Director.
- Act as communication liaison for the Director's office. Guided by the Director.
- Draft and distribute marketing emails and newsletter submissions for Enrichment & Learning. Guided by E&L Coordinator.
- Seasonal catalog content proofreading and editing. Guided by E&L Coordinator.
- Provide customer correspondence via phone, walk-in, and CommEd email account. Guided by Both Director and E&L Coordinator
- Maintain clear documentation practices, including program photography and testimonials. Guided by the Communication Team and Director.
- Update signage and directional information at program sites. Guided by the Communications Team and Director.
- Create and maintain the Welcome Window manual; train and oversee student workers and program aides. Guided by the Director.
- Serve on Lincoln E Team and address two way radio communication. Guided by the Director.

Customer Service & Registration 30%

- Respond to public inquiries via phone, email, and in person. Guided by Both Director and E&L Coordinator.
- Process registrations, payments, refunds, scholarships (Connecting Kids), and invoicing in Eleyo. Guided by Both Director and E&L Coordinator..
- Set up and monitor private lessons (e.g., swimming) and specialized activities. Guided by E&L Coordinator.
- Communicate course and program changes, including cancellations, through multiple channels. Guided by E&L Coordinator.
- Monitor minimum enrollments in Eleyo and communicate with relevant staff. Guided by E&L Coordinator.

Program & Calendar Coordination 15%

- Maintain specialized calendars for CE Department and E&L activities and schedule reminders. Guided by the Director.

- Manage Welcome Window Student Worker, Program Aide and Lincoln Summer Building Supervisor schedules. Guided by the Director.

Key Tasks: Answering phones/emails, in-person reception, community messages, building signage, gathering content, proofing, preparing marketing, website/calendar updates. Registration support, course minimum review, participant messaging (Eleyo), Connecting Kids follow-up, student worker supervision and Welcome Window management.

Essential Qualifications

- High school diploma or equivalent
- 1 year of experience in customer service, office administration, or communications
- Demonstrated experience managing email and phone communications in a professional setting
- Proficiency with Microsoft Office Suite or Google Workspace
- Ability to write clearly and proofread for accuracy and tone.
- Experience using databases or registration software
- Strong organizational and multitasking skills with attention to detail
- Ability to maintain confidentiality and demonstrate discretion in handling sensitive information
- Ability to work after school hours and occasional weekends as needed
- Must possess a valid Minnesota driver's license and reliable transportation
- Must successfully pass a criminal background check

Preferred Qualifications

- Associate's degree or higher in communications, education, or a related field
- Experience contributing to a communication or marketing team (e.g., newsletters, social media, email marketing)
- Familiarity with community education programs and school district systems
- Multilingual abilities
- Experience supervising or training part-time or student workers
- Familiarity with design tools (e.g., Canva, Adobe Acrobat) for light layout and marketing tasks

Physical Requirements and Work Environment:

This work requires the regular exertion of up to 10 pounds of force; work regularly requires standing, speaking or hearing, walking, sitting, kneeling; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word and conveying detailed or important instructions to others accurately; hearing is required to perceive information at normal spoken word levels and to receive detailed information through oral communications and/or to make fine distinctions in sound; work requires preparing and analyzing written or computer data; work is generally in a moderately noisy location (e.g. business office, light traffic).

Organizational Relationship:

Reports to the Director of Community Education and the Enrichment & Leisure Programs Coordinator.

Hours:

Year-round position. 40 hours per week.

Package:

Non Affiliate position

Category II benefit package

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