



## Lafayette Parish School System Job Description

**Job Title:** Child Care Resource & Referral Marketing-Development Specialist  
**Department:** Early Childhood  
**Reports To:** Supervisor of Child Care Resource and Referral Program  
**Approved Date:** 07/2024

**Salary Scale:** Administrative/Professional  
**Pay Grade:** Pay Grade 2  
**FLSA Status:** Exempt  
**Days:** 182-days  
**2002 Sales Tax Eligible:** No

**SUMMARY OF POSITION:** Provides the design, production and development of planned marketing programs by performing the following duties personally or through other departmental members. This position is funded through a grant and when grant funding end will be sustained by Tax Credited Community/Business funding. If funding does not sustain the position, it will be eliminated.

**QUALIFICATIONS: EDUCATION AND/OR EXPERIENCE:** Bachelor's Degree in Marketing, Sales, Finance, Communication, Public Relations, or related field; Two (2) years of experience in sales, finance, fundraising development, marketing, or communications.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:** Other additional duties/responsibilities assigned by the Supervisor and/or Superintendent may be assigned.

- Educates local businesses on Louisiana School Readiness Tax Credits (SRTC) for the LPSS CCR&R program.
- Collects SRTC annually from local businesses in excess of \$1 Million Dollars.
- Develops and implements a comprehensive marketing/fund development plan.
- Increases community awareness of the LPSS CCR&R program's role in Lafayette Parish.
- Provides staff support for all communications for the LPSS CCR&R program, including but not limited to: the LPSS CCR&R program website, newsletters, press releases, social media, articles, radio, and television.
- Communicates regularly with the CCR&R program Supervisor and Director of Early Childhood to identify needs, generate solutions and update progress related to job duties.
- Promotes the LPSS CCR&R program's leadership and goals in the organization and in the community at large.
- Attends all required staff meetings and activities.
- Maintains strict confidentiality with respect to all staff, early learning centers, family home care providers, and children/families in accordance with established policies and procedures.
- Provides guidance and input in budget development assigned activities.
- Manages development, production, and distribution of promotional and collateral materials to support departmental marketing and development programs.
- Provides post-event reports, analysis, and regular status reports on marketing programs.
- Plans, promotes, and executes sales meetings and community events.

**METHOD OF EVALUATION:** Evaluations in accordance with the Lafayette Parish School System Policy GBI-Evaluation.

### **PROFESSIONALISM AND CONDUCT STANDARDS:**

**Quality of Work** - attention to detail and accuracy of work that meets and exceeds expectations

- Completes tasks, reports, and documents accurately according to specified timelines and expectations; Makes wise and appropriate decisions after identifying and analyzing relevant information

**Availability** - punctual, adheres to work schedule and has overall satisfactory attendance

- Adheres to district guidelines relative to attendance; Regularly reports to work on time and work additional hours when deemed necessary and pre-approved by your immediate supervisor

**Communication Skills** - all verbal, non-verbal, visual, and written exchange of information is of satisfactory caliber

- Uses verbal and non-verbal communication in a manner respectful of others; Demonstrates skill in giving and receiving feedback; Uses active listening skills; Writes and speaks clearly and concisely so that the message is understood; Maintains communication with immediate supervisor, keeping him/her informed of problems, concerns, and significant developments

**Interpersonal Skills / Teamwork** - works cooperatively with colleagues, students, parents, and vendors

- Promotes and supports a culture of inclusion, diversity, dignity, respect, and fairness for all stakeholders; Attends and constructively participates in meetings and professional development activities; Accepts and uses

constructive feedback; Cooperates with building and district staff in planning and evaluation

**Personal Impact** - presentable, appropriate appearance for position, represents district positively

- Wears attire appropriate to job responsibilities; practices personal grooming that is appropriate for work environment; Develops and maintains a safe and caring environment for all of our stakeholders; Advocate positive personal behavior on or off campus and attempt to avoid improprieties or the appearance of improprieties

**Productivity** - performs work efficiently, on time, and effectively while uses available resources

- Identifies problems and issues and works collaboratively to contribute ideas and find solutions; Minimizes bias in self and others and accepts responsibility for his/her own actions

**Adaptability** - accepts and adjusts to change, performs multiple tasks, organizes work, sets work priorities, and performs other duties as assigned

- Follows directives as assigned by supervisor; Cooperates with administration in the performance of additional duties.

**Policy** – comply with all Lafayette Parish School System Policies and Procedures

- Adheres to laws, board policies and procedures, administrative rules, practices, and guidelines and applies all fairly, consistently, wisely, and compassionately; Adheres to ethical, legal and professional standards; Maintain the confidentiality of all School Board information by refraining from accessing, discussing, or disclosing anything outside the scope of employment unless authorized by immediate supervisor.
- The Lafayette Parish School Board shall require all personnel to follow the district/school calendar and holiday schedule during the school term. All employees are required to adhere to daily schedule, punctuality, and attendance set forth by the district.

**EXPECTATIONS:**

Expectations include: working under limited supervision following standardized practices and/or methods; providing information and/or advising others. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily along with adhering to the professionalism and conduct standards. The requirements listed above are representative of the knowledge, skills, and/or ability required.

**WORK ENVIRONMENT/PHYSICAL DEMANDS**

The work environment is representative of conditions an employee encounters while performing the essential functions of this job. While performing the duties of this job, the employee is occasionally exposed to a noise level in the work environment which is moderate to loud, outside weather conditions, a variety of childhood and adult diseases and illnesses, heated/air conditioned and ventilated facilities, a building in which a variety of chemical substances are used for cleaning, instruction and/or operation of equipment. This job does require public contact, both on the telephone and in person, under sometimes-stressful conditions.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The usual and customary methods of performing the jobs functions require the following physical demands: significant lifting, carrying, pushing, and/or pulling, frequent stooping, kneeling, crouching, and/or crawling. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee may occasionally push or lift up to 50 lbs. Specific vision abilities required by this job include close vision such as to read handwritten or typed material, and the ability to adjust focus. The information contained in this job description is in compliance with the American with Disabilities Act (A.D.A.) and is not an exhaustive list of the duties performed for this position. Additional duties are performed by the individuals currently holding this position and additional duties may be assigned.

\_\_\_\_\_  
Employee's Printed Name

\_\_\_\_\_  
Supervisor's Signature

\_\_\_\_\_  
Employee's Signature

\_\_\_\_\_  
Date