

SCHOOL DISTRICT OF ST. JOHNS COUNTY

SCHOOL CHOICE COUNSELOR

JOB DESCRIPTION

QUALIFICATIONS:

- (1) Bachelor's degree in education, Counseling, Social Work, Public Administration, or related field required. Master's degree preferred.
- (2) Experience in school counseling, enrollment services, school choice, or student services strongly preferred.
- (3) Satisfactory criminal background check and drug screening.

KNOWLEDGE, SKILLS AND ABILITIES:

- Strong knowledge of Florida School Choice options, including state scholarships such as PEP/EO/UA, controlled open enrollment, magnet/academy structures, and home education statutory requirements.
- Understanding of dual enrollment processes for home education and PEP students, as well as available virtual instruction options for full-time K-12 students, home education students and PEP students.
- Excellent communication, presentation, and interpersonal skills.
- Ability to interpret policy, explain complex processes clearly, and manage sensitive or confidential information.
- Strong organizational skills, detail orientation, and the ability to manage multiple deadlines.
- Collaborative working style with schools, parents, administrators, and the department.
- Knowledge of student information systems, enrollment platforms, and state reporting codes is a plus.

REPORTS TO:

Director of Guidance and Choice

JOB GOAL

The School Choice Counselor serves as a key liaison between families, schools, and district departments to ensure students and parents understand and successfully navigate the full range of educational options available through the state and district. This position will provide guidance on School Choice options—including controlled open enrollment, home education, charter schools, virtual options, and state scholarship (PEP and UA) utilization. The counselor will ensure families receive accurate information, personalized support, and seamless placement into their desired educational program.

Each employee of the St. Johns County School Board will model the six pillars (as defined by Character Counts!) of the character education program.

SUPERVISES:

N/A

SJCSD

SCHOOL CHOICE COUNSELOR

PERFORMANCE RESPONSIBILITIES:

Service Delivery

- * (1) Provide direct counseling to families exploring School Choice options
- * (2) Guide parents and students through application timelines, eligibility requirements, and/or transfer procedures, while adhering to all applicable state statutes.
- * (3) Assist families in understanding scholarship programs, including PEP (Personalized Education Program), FES-UA (Unique Abilities), and FES-EO (Educational Options).
- * (4) Assist families in understanding home education by communicating academic options, annual evaluation requirement options and support for required forms (Intent, Termination, Affidavit and related sports forms).
- * (5) Evaluate student needs, interests, academic history, and learning styles to recommend appropriate options.
- * (6) Conduct intake meetings with families transitioning from home education or PEP-funded instruction.
- * (7) Support the full application cycle for district School Choice programs, including submission, tracking, lottery processing, seat offers, and enrollment follow-up.
- * (8) Collaborate with schools to ensure smooth placement into assigned programs and monitor capacity usage.
- * (9) Coordinate part-time enrollment processes for non-traditional students (Home Education, PEP/UA, or EO private school students seeking district courses/ paid-for services).
- * (10) Communicate program changes, deadlines, and compliance requirements to families and school leaders.
- * (11) Maintain documentation in compliance with Florida statutes governing School Choice, home education, PEP, scholarships, and enrollment procedures.
- * (12) Ensure proper coding and reporting for students enrolled through contracted services.
- * (13) Track student movement between programs and update district records and personnel accordingly.
- * (14) Monitor trends in program demand, seat availability, enrollment patterns, and parent interest.
- * (15) Compile reports for district leadership regarding application volume, choice trends, and program performance.
- * (16) Recommend improvements to School Choice processes, communication workflows, and service delivery.
- * (17) Assist with program evaluation and quality assurance for all choice pathways.

Expectations of All Employees

- * (18) Meet and deal effectively with the general public, staff members, parents, administrators and other contact persons using tact and good judgment.
- * (19) Follow attendance, punctuality, proper dress code and other qualities of an appropriate work ethic.
- * (20) Ensure adherence to good safety standards.
- * (21) Maintain confidentiality regarding school/workplace matters.
- * (22) Model and maintain high ethical standards.
- * (23) Maintain expertise in assigned area to fulfill position goals and objectives.
- * (24) Participate successfully in the training programs offered to increase skill and proficiency related to assignment.
- * (25) Demonstrate initiative in the performance of assigned responsibilities.
- * (26) Each employee of the St. Johns County School Board is charged with the responsibility of being familiar with the Character Counts program and with modeling the characteristics of citizenship, character education and literacy.

SCHOOL CHOICE COUNSELOR

Inter/Intra-Agency Communication and Delivery

- *(27) Design and deliver presentations explaining the district's various program offerings.
- *(28) Maintain accurate, up-to-date information on the district's School Choice website, brochures, and digital resources.
- *(29) Respond to parent inquiries by phone, email, or in-person meetings with a high level of customer service and clarity and in a timely manner.

Professional Growth and Improvement

- *(30) Participate successfully in training programs, conferences, and workshops as assigned or appropriate to keep abreast of current practices, programs, legal issues, and character education.

Systemic Functions

- *(31) Keep supervisor informed of potential problems or unusual events.
- *(32) Follow federal and state laws as well as School Board policies, rules, and regulations.
- *(33) Prepare all required reports and maintain all appropriate records.
- *(34) Represent the District in a positive and professional manner.
- *(35) Develop annual goals and objectives consistent with and in support of District goals and priorities.

Leadership and Strategic Orientation

- *(36) Set high standards and expectations for self and others.
- *(37) Exhibit interpersonal skills to work as an effective team member.
- *(38) Demonstrate initiative in identifying potential problems or opportunities for improvement and take appropriate action.

Perform other tasks consistent with the goals and objectives of this position.

*Essential Performance Responsibilities

PHYSICAL REQUIREMENTS:

Light Work: Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force as frequently as needed to move objects.

TERMS OF EMPLOYMENT:

Salary and benefits shall be paid consistent with the District's approved compensation plan. Length of the work year and hours of employment shall be those established by the district. This position may be required to work beyond a 40-hour work week on an as-needed basis. Classification: Administrative, Managerial, Confidential

EVALUATION:

SCHOOL CHOICE COUNSELOR

Performance of this job will be evaluated annually in accordance with provisions of the Board's policy on evaluation of personnel.

POSITION CODE: 61236

Pay Grade:

Salary Range:

FLSA STATUS: Exempt

BOARD APPROVED: January 2026

REVISED: