



PERSONNEL COMMISSION

Class Code: 5232
Salary Range: 32 (C1)

BUSINESS DEVELOPMENT AND MARKETING SPECIALIST

JOB SUMMARY

Under administrative direction, perform a variety of specialized duties to assist in planning, developing, marketing and maintaining District programs, communications and working relationships with external partners to advance the strategic priorities of the Long Beach Unified School District; perform related duties as assigned.

EXAMPLES OF DUTIES

The classification specification does not describe all duties performed by all incumbents within the class. This summary provides examples of typical tasks performed in this classification.

- Assist in planning and organizing business partnerships and activities including identifying funding and collaboration sources in the corporate and foundation arenas, expanding initial programs to full collaborative partnerships, and preparing grant materials. **E**
- Assist with communications and public relations for assigned programs and partnerships; produce and disseminate marketing materials including newsletters, brochures, logo items, and flyers. **E**
- Conduct online outreach and promotion of partnership and collaboration activities utilizing a variety of social media platforms such as Facebook, LinkedIn and Twitter; maintain assigned websites. **E**
- Assist in the development of campaigns for assigned programs including direct partnerships and collaboration with media, governmental agencies, corporate or other organizations and stakeholders. **E**
- Assist in coordinating roles for local employers, community-based organizations, workforce development agencies, vocational schools and post-secondary education institutions that connect school to careers and support student employability and workforce preparation through Linked Learning. **E**
- Participate in the recruitment of business partners to provide internships, mock interviews, guest speakers, career fairs, job shadows, workplace tours and other work-based learning opportunities for students; provide training to business partners to work effectively with students and staff. **E**
- Organize and schedule partnership activities that provide students with positive interactions supporting academic success, personal development and career aspirations including student interviews with business partners. **E**
- Organize and schedule a wide variety of meetings, presentations, and receptions for leadership boards and other stakeholders; maintain documentation of activities with corporate partnerships. **E**

- Communicate with District staff, administrators and a wide variety of outside public and private agencies to coordinate and schedule activities, resolve issues and exchange information related to the collaborations and programs in which the District participates. ***E***
- Perform a variety of administrative duties in support of assigned programs; assist with monitoring assigned budgets, financial reporting and grant management functions; research and compile operating analyses; prepare and make bank deposits; track and process timesheets and payroll for students. ***E***
- Prepare and maintain a variety of narrative and statistical reports, records and files related to assigned activities. ***E***
- Operate a variety of office equipment including a computer and assigned software; drive a personal vehicle to conduct work. ***E***
- Attend and participate in a variety of meetings, workshops, conferences and trainings to maintain current knowledge of emerging trends. ***E***

*Note: At the end of some of the duty statements there is an italicized **E**, which identifies essential duties, required of the classification. This is strictly for use in compliance with the Americans with Disabilities Act.*

DISTINGUISHING CHARACTERISTICS

A Business Development and Marketing Specialist performs a variety of specialized duties to assist in planning, developing, marketing and maintaining District programs, communications and working relationships with external business partners to advance the strategic priorities of the Long Beach Unified School District. An incumbent participates in employer outreach services and interfaces with local businesses and partner organizations to assist in developing support for Long Beach CALL (Collaborative to Advance Linked Learning) initiatives and student internship opportunities.

EMPLOYMENT STANDARDS

Knowledge of:

Marketing techniques and strategies including online resources, social media platforms and other communication media.

General principles and methods of modern communications, public relations and marketing.

General budgeting practices regarding monitoring and control.

Research methods and report writing and record-keeping techniques.

Oral and written communication skills.

Public speaking techniques.

Interpersonal skills using tact, patience and courtesy.

Operation of a variety of office equipment including a computer and assigned software.

Ability to:

Assist in planning, developing and maintaining District programs, communications and working relationships with business partners.

Learn purposes and goals of Linked Learning and work-based learning programs.
Produce and disseminate marketing materials including newsletters, brochures, logo items, and flyers.
Conduct online outreach and promotion of partnership and collaboration activities utilizing a variety of social media platforms.
Represent the Long Beach Unified School District in a professional manner.
Adapt to changing circumstances and work quickly under pressure of deadlines.
Speak clearly and effectively before individuals and groups.
Monitor assigned budgets.
Prepare and deliver effective oral presentations including the use of PowerPoint or similar computer software.
Establish and maintain effective working relationships with external partners, higher education representatives, elected officials and others.
Organize and schedule work.
Work independently with little direction.
Maintain current knowledge of educational reforms, initiatives and trends.
Communicate effectively both orally and in writing.
Prepare and maintain a variety of statistical and narrative reports, records and files related to assigned activities.
Operate a computer and assigned software.

Education and Training:

Bachelor's degree in business or public administration, journalism, marketing, public relations, education or a related field.

Experience

Two years of program administration, public relations, fundraising or marketing experience. Experience in college and career development, work experience programs or school-to-career programs is desirable.

Any other combination of training and/or experience that could likely provide the desired skills, knowledge or abilities may be considered.

SPECIAL REQUIREMENTS

Positions in this class require the use of a personal automobile and possession of a valid California class C driver's license.

Positions in this class may require District paid travel throughout the United States, with varied work hours.

WORKING ENVIRONMENT

Office environment.
Evening and weekend hours.
Driving a vehicle to conduct work.

PHYSICAL DEMANDS

Dexterity of hands and fingers to operate office equipment.

Sitting or standing for extended periods of time.

Seeing to read a variety of materials.

Hearing and speaking to exchange information and deliver oral presentations.

Stamina, poise and presence sufficient to speak knowledgeably and confidently to groups.

AMERICANS WITH DISABILITIES ACT

Persons with certain disabilities may be capable of performing the essential duties of this class with or without reasonable accommodation, depending on the nature of the disability.

APPOINTMENT

In accordance with Education Code Section 45301, an employee appointed to this class must serve a probationary period of six months during which time an employee must demonstrate at least an overall satisfactory performance. Failure to do so shall result in the employee's termination.

PCA: 2/16/2017