



# SPECIALIST – WORK- BASED LEARNING

## SUMMARY/SCOPE/GOAL

Plan and execute strategies to increase community partnerships in Career and Technical Education programs. Sustain public support of Brevard Public Schools by engaging communities of target industry sectors, parents, faith-based organizations and other key stakeholders. Supervise student intern program to ensure work plans are implemented appropriately at both the schools and on the worksites. Produce communication materials for print and digital content. Consult with school staffs throughout BPS on community engagement programs to ensure the program goals align with Brevard Public Schools' strategic mission and goals.

## QUALIFICATIONS

### EDUCATION AND RELEVANT EXPERIENCE REQUIREMENTS:

#### REQUIRED:

- High school diploma or equivalent.
- Seven (7) years of relevant experience in a field such as business, marketing, public relations, journalism, or public administration management.

OR

- AA/AAS/AS from accredited institution
- Five (5) years of relevant experience in a field such as business, marketing, public relations, journalism, or public administration management.

OR

- Bachelor's degree from a regionally accredited institution/program.
- Three (3) year of relevant experience in a field such as business, marketing, public relations, education, journalism, or public administration management.
- Experiences engaging with multiple stakeholders.

#### PREFERRED/DESIRED:

- BA/BS from a regionally accredited institution/program. Experiences engaging with multiple stakeholders to include business/industry and educational partners. Concentration in Business, Marketing, Public Relations, Communications, Journalism, or related program preferred
- Five (5) years of relevant experience in a field such as business, marketing, public relations, journalism, or public administration management.
- Experience with Career and Technical Education.

### CERTIFICATIONS/LICENSES/TRAINING:

#### REQUIRED:

- Valid Florida Driver's License

#### PREFERRED/DESIRED:

- Teacher Coordinator of Cooperative Education; Career & Technical Education Teacher, any content area; Project Management Professional; Microsoft Office Specialist.

### PERFORMANCE RESPONSIBILITIES

#### ESSENTIAL FUNCTIONS:

The tasks/competencies listed below represent most of the time spent working in this position. Supervisor may assign additional tasks within the scope of this classification as necessary.

1. Coordinate, organize, and grow multiple work-based learning programs at various sites with competing calendars/deadlines and various stakeholders.
2. Support the development of apprenticeship/internship opportunities in targeted industry sectors.
3. Assist school administrators and staff to prepare students for work-based learning activities.
4. Inform student interns of details such as duties and responsibilities, compensation, benefits, schedules, and working conditions.
5. Plan and manage events for Career Day and College Day or similar programs for CTE students.
6. Coordinate and assist in the facilitation of employment skills workshops such as job interviewing, job application, and resume writing.
7. Cultivate participation in designated community programs that involve mentorship or work-based learning experiences for students by developing relationships with businesses, institutions, and faith-based organizations.
8. Provide worksite supervisor training for businesses hosting student interns or apprentices.
9. Maintain current and accurate records of work-based learning experiences for students and businesses.
10. Assist in the development of agendas and advisory board meetings during the development process of new/restructuring advisory boards
11. Serve as a resource for districtwide advisory boards.
12. Collaborate on public-relations projects with the Government & Community Relations department. Produce news and calendars for group activities using digital, print and other media.
13. Build and maintain social media outlets for stakeholder groups to connect them to opportunities.
14. Demonstrate critical thinking, problem solving, organizational skills, and attention to detail. Provide leadership for the assigned programs: exhibit clear spoken and written communications, active listening, and professional poise.
15. Traveling between sites at least 50% of the time.

#### OTHER DUTIES:

Performs other duties as assigned commensurate with the skills and abilities of the position. Provides outstanding customer service and uses positive interpersonal communications skills. Makes all decisions and performs all tasks in accordance with Brevard Public Schools' strategic plan, vision, and mission. Ensures compliance with Board Policies, procedures, and applicable federal and state laws and regulations.

### KNOWLEDGE, SKILLS, AND ABILITIES/TRAINING AND EQUIPMENT USAGE

#### JOB RELATED:

Knowledge of Career & Technical Education, curriculum, and occupational resources. Knowledge of business and community operations, services, and policies. Knowledge of general office procedures and protocols. Ability to produce professional documents with modern equipment and software. Proven ability to coordinate live engagement events and strategic communications for the advancement of an organization's mission. Demonstrated ability to assimilate resources from multiple sources, maximize participation in programs or events and yield innovative solutions with limited resources. Individual qualities such as high energy, a positive attitude, patience and a willingness to work with business partners, teachers, and high school students are

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especially important to this position. Demonstrated ability to follow through with commitments and meet timelines.

### GENERAL:

Knowledge and use of time management and organizational systems. Skill in meeting and exceeding customer/stakeholder expectations within the precincts of policy, procedure, and sound judgement. Skill in active listening and social perceptiveness. Ability to communicate effectively orally and in writing. Ability to use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems. Ability to sustain focus and attention to detail for extended periods of time.

### EQUIPMENT:

Use office machines such as large volume copiers, printers, or calculators. Use computers for email, word processing, intra/internet, data entry, spreadsheets, service ticket responses, presentations, or custom applications.

## PHYSICAL DEMANDS/WORK ENVIRONMENT

### PHYSICAL REQUIREMENTS:

#### (L) LIGHT WORK

Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly (Constantly: activity or condition exists 2/3 or more of the time) to move objects. Physical demand requirements are in excess of those for Sedentary Work. Even though the weight lifted may be only a negligible amount, a job should be rated Light Work: (1) when it requires walking or standing to a significant degree; or (2) when it requires sitting most of the time but entails pushing and/or pulling of arm or leg controls; and/or (3) when the job requires working at a production rate pace entailing the constant pushing and/or pulling of materials even though the weight of those materials is negligible. NOTE: The constant stress and strain of maintaining a production rate pace, especially in an industrial setting, can be and is physically demanding of a worker even though the amount of force exerted is negligible.

### POTENTIAL ENVIRONMENTAL CONDITIONS/HAZARDS:

Indoor office environment most often with Indoor/Outdoor movement between pods/locations frequently. Intermittent noise and activity level. Requires Sitting, Standing, Walking, Bending, Stooping, Kneeling, Finger Dexterity, Talking, Hearing, and Visual Acuity frequently.

### TRAVEL:

Travel between sites often. Travel out of county rarely.

### FOR HR USE ONLY:

<b>DIVISION:</b>	<u>Leading and Learning</u>	<b>DEPARTMENT:</b>	<u>Career and Technical Education</u>
<b>TITLE CODE:</b>	<u>CXXXX</u>	<b>CONTENT BY:</b>	<u>Rachel Rutledge, Director – Career &amp; Technical Education</u>
<b>GRADE:</b>	<u>20</u>	<b>COMPENSATION:</b>	<u>Ellie Kelly</u>
<b>UNIT:</b>	<u>NB (Exempt)</u>	<b>LABOR RELATIONS:</b>	<u>Karyle Green, Ed.D.</u>
<b>LAST BOARD APVD:</b>	<u>Submitted 11/17/2020</u>	<b>CLASSIFICATION:</b>	<u>Beth Thedy, Ed.D.</u>

REV:	DATE:	REVISION CONTROL:	INITIATED BY:
1.0		Initial Release	Career & Technical Education

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*The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job. Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.*

*Brevard Public Schools (BPS) is an equal opportunity/affirmative action employer committed to achieving excellence and strength through diversity. BPS seeks a wide range of applicants for its positions so that one of our core values, a qualified and diverse workforce, will be affirmed. Americans with Disabilities Act (ADA) compliance requires BPS to provide reasonable accommodations to qualified individuals with disabilities. Prospective and current employees are invited to discuss accommodations.*