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| **Position Title:** | Outreach Coordinator (Russellville READs!) |
|  | Exempt ◯ Non-Exempt ⦿  |
| **Job Class Code:** | 7342 |
| **School/Department:** | Central office |
| **Reports to:** | Assistant Superintendent and/or designee |
| **Approved by:** | RIS Board of Education, 08/15/2018  |

**Summary**

Responsible for the daily outreach and community marketing of Russellville READs 2.0, including finding, recruiting, and supporting young children through connections with daycares, churches, public agencies, and local businesses/industries; establishing relationships between schools and agencies; serving as a coach to bring mini-lessons and tools to the formal and less-formal daycare/preschool centers; and providing on-going learning at multiple settings, locations, and times to ensure caregivers and families have many opportunities to participate in literacy-based initiatives and events.

**Essential Duties & Responsibilities**

* Works with the District Literacy Team to create a community mapping system to find and recruit young children and families to events.
* Expands the map throughout the project to include new initiatives (e.g., bookmobile, pediatric literacy, etc.).
* Creates, in collaboration with the District Literacy Team, marketing events for area business and industry to meet more parents (e.g., lunch-time info sessions, registrations, etc.).
* Establishes weekly community events at businesses, media outlets, etc.
* Finds and establishes relationships with daycare centers and preschools, working with owners/operators to determine their needs.
* Works with the District Literacy Team to develop resource maps for distributing materials.
* Establishes a schedule of center/preschool visits to support operators and children.
* Works with the District Literacy Team to determine best strategies to demonstrate during the visits.
* Provides and models strategies of intentional play grounded in the scientifically-based early literacy research.
* Creates and implements a community-wide marketing plan to get readers of all ages excited to read more.
* Works with the District Literacy Team and library staff to fill and direct the Bookmobile, including determination of its routes and programming.
* Attends all District Literacy Team meetings.
* Performs related duties as assigned.

**Required Knowledge & Abilities**

***Knowledge of:***

* Provide liaison services between the student and the parents or between the school and the community.
* Record-keeping techniques.
* Oral and written communication skills.
* Research methods and report writing techniques.
* Laws, rules, and regulations related to assigned activities.
* Policies and objectives of assigned program and activities.
* Interpersonal skills using tact, patience, and courtesy.
* Technical aspects of field of specialty.

***Ability to:***

* Coordinate assigned activities to resolve student issues or develop community programs.
* Travel to student homes and interact with parents, when appropriate.
* Understand and follow oral and written directions.
* Communicate effectively both orally and in writing.
* Establish and maintain cooperative and effective working relationships with others.
* Maintain records and prepare reports.
* Prioritize and schedule work.
* Learn, apply, and explain policies, procedures, rules, and regulations.
* Maintain current knowledge of program rules, regulations, requirements, and restrictions.
* Determine appropriate action within clearly defined guidelines.
* Work independently with little direction.
* Meet schedules and timelines.

**Physical Demands**

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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

* Work is performed while standing, sitting and/or walking.
* Requires the ability to communicate effectively using speech, close/distance vision, and hearing.
* Requires the use of hands for simple grasping and fine manipulations.
* Requires bending, squatting, crawling, climbing, and reaching.
* Requires the ability to lift, carry, and push or pull weights up to 50 pounds.
* Requires a high level of physical endurance to meet the demands of extended workdays (coverage of building activities and extra-curricular activities, etc.).
* Requires the ability to handle and balance multiple demands at the same time.

**Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

* The noise level in this environment is quiet to loud depending upon the activity in the particular part of the workday.

**Education and/or Experiences**

* Bachelor’s degree in education, marketing, or similar field required.
* Minimum of five (5) years’ of teaching experience preferred.
* Experience with community service organizations, including assistance groups preferred.

**Licenses and Other Requirements**

* Valid Kentucky driver’s license