

CITY OF MARSHALL
Job Description

POSITION TITLE: Community Education Coordinator	DATE: February 2023
DIVISION: Community Services	FLSA STATUS: Exempt
ACCOUNTABLE TO: City Administrator	UNION STATUS: NA
	DBM: C41

SUMMARY OF POSITION

Plan, implement, coordinate, oversee, and promote a variety of community education programming, including special community events, for all ages and abilities; maintain adequate staffing of assigned programs and services in accordance with budgeting and program guidelines. This position serves as the designated Community Education Director.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Plan, develop, organize, coordinate, and direct the community education department for the residents of School District #413; evaluate programs and activity areas; plan and supervise administrative procedures; recruit, hire, train, and supervise program coordinators and seasonal staff. Community education programming includes, but is not limited to: life-enrichment classes, driver's education, after school programs, officiating programs, hobbies, city band, arts/crafts classes, aging programming, etc.
2. Provide supervision and general guidance to the Adult Community Center Coordinator and consult on the interests, capacities and needs of older persons who utilize the Adult Community Center facilities and programs.
3. Manage, plan, coordinate schedules and staffing for Driver Education program.
4. Collect data, prepare and submit annually the Minnesota Department of Education Annual Community Education Report.
5. Monitor revenue and expenditures to ensure programs stay within budget; sets fees subject to approval from the City Administrator.
6. Review federal and state legislation pertaining to community education laws and guidelines and prepare grant applications, as directed.
7. Assist in the coordination of special and/or annual community events including program development, promotion, oversight, staffing and supervision.
8. Review timesheets for accuracy and submit to Payroll Department bi-weekly.
9. Prepare budget proposal for assigned areas; participate in the forecast of additional funds needed for staffing, equipment, materials and supplies.
10. Act as a liaison between parents, instructors, and participants on program content, instructional and delivery methods and other concerns, as needed.
11. Work collaboratively with School District #413 personnel, Merit Center Training Facility Coordinator, YMCA staff and Southwest Minnesota State University to coordinate facilities/grounds use, maintenance, and scheduling. Work collaboratively with School District #413 and Southwest Minnesota State University to maximize staff, volunteers, facilities, and equipment to provide excellent service and programming.
12. Participate in fundraising activities; solicits sponsorships and donations from the community for programs or events.
13. Publicize and promote community education programming via local and regional media platforms (newspaper, radio, cable, programming brochure(s), Facebook, Twitter, Instagram).
14. Develop and deliver substantive methods in which participants may provide feedback for community education programming.
15. Attend professional development, training sessions, and conferences as required.
16. Assist department staff in problem solving, project planning, development and execution of department goals and objectives.
17. Responsible for conducting the full range of activities required to prepare, submit and manage Community Services grant proposals.

18. Compile and analyze data from program offerings and utilize participant feedback in evaluating effectiveness and necessary enhancements.
19. Serve as the facilitator for the City of Marshall to the Minnesota GreenStep Cities program.
20. Serve as a City of Marshall liaison to the Diversity, Equity & Inclusion (DEI) Commission.
21. Responsible for the coordination, implementation and ongoing enhancements of a citywide Bike Share program. This will include, but not limited to; creation of formal program, work collaboratively with local businesses and Recreation Coordinator to present program and deliver community event(s), maintain Bicycle Friendly Community recognition level and provide input for future development for Camden Regional Trail expansion.
22. Attend meetings and serve as a City liaison with the necessary, assigned support groups.
23. Write routine correspondence and reports such as memos, letters, and activity reports.
24. Attendance is an essential function of this position.
25. Perform other duties as assigned.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

MINIMUM QUALIFICATIONS

- A. Minnesota Department of Education licensure as a Community Education Director, or the ability to obtain licensure within two years.
- B. Bachelor's degree in recreation or community education, or closely related field.
- C. Three (3) years' experience in the planning/coordination of community education programming.
- D. Possess a valid Minnesota Class D Driver's License.

DESIRABLE QUALIFICATIONS

NA

ESSENTIAL KNOWLEDGE, SKILLS, AND ABILITIES

- Knowledge and understanding of community education programming for all ages and abilities to include: planning, scheduling, evaluating, and coordination of programs.
- Knowledge of community education philosophies and programs and how to effectively implement and educate the community to their benefits.
- Knowledge of public relations theories and techniques in promoting, advertising and/or informing the public of programs, services, courses and other events/projects.
- Ability to be creative and keep abreast of industry changes with respect to educational, social, and enrichment community programming.
- Ability to interpret and apply both City and School District #413 departmental policies and procedures.
- Ability to use safe working practices and recognize hazards or unsafe conditions in daily work.
- Ability to communicate professionally and effectively, rendering prompt and courteous service, both orally and in writing.
- Ability to provide exceptional customer service skills in a timely and courteous manner.
- Ability to organize, schedule, and supervise a wide range of community education activities.
- Ability to hire, organize and supervise temporary personnel.
- Prepare, analyze and administer program budgets, prepare reports and keep records.
- Ability to establish and maintain effective working relationships with City, school, community and public agency officials and employees, sports associations, community groups and general public.
- Ability to effectively communicate and promote community programming through all medias.

SUPERVISION EXERCISED

Responsibility of hiring, training, supervision of the Adult Community Center Coordinator. General supervision of temporary/seasonal community education personnel and independent contractors involved in community education programming.

SUPERVISION RECEIVED

General supervision by the City Administrator.

PUBLIC CONTACTS

Frequent contact with City staff, school district personnel, community organizations, and the general public.

PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT

The physical demands and work environment characteristics described here are representative of those an employee encounters and 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.

Performing the duties of this job require the use of equipment including but not limited to: general office equipment, computers, copy machines, fax machines, etc.

Employee must be able to work a flexible work schedule to include evenings, weekends, and holidays, as directed.

See attached Physical Requirements and Working Conditions form.

NON-DISCRIMINATION POLICY/EEO POLICY

The City of Marshall provides equal employment opportunity in accordance with applicable state and federal laws, directives, and regulations. The City will not discriminate against any employee or applicant for employment on the basis of any class protected by state or federal law.