

EL CAMINO REAL ALLIANCE

EXECUTIVE DIRECTOR RECOMMENDATION

BOARD MEETING DATE: December 17, 2019

AGENDA ITEM:

Revised Classified Salary Management Table, which adds a Marketing and Communications Coordinator position.

BRIEF SUMMARY OF THE ISSUE:

There is an identified need to have a Marketing and Communications Coordinator to support the Executive Director and the school. The Marketing and Communications Coordinator would be responsible for the long-term brand strategies of ECR, including developing and implementing marketing and communication plans on behalf of the School, as well as providing administrative support and acting as a Parent Liaison to provide clear communication between staff, parents, and the community.

PERSONNEL INVOLVED:

The Executive Director, Parents, and Staff.

FISCAL IMPLICATIONS (IF ANY):

A salary added to the Classified Management Salary Table, starting at \$ 66,682.23.

IMPACT ON SCHOOL MISSION, VISION OR GOALS (IF ANY):

The Marketing and Communications Coordinator would assist in developing and promoting the school's brand to the community. The Marketing and Communications Coordinator would also improve communication with the community, especially with the parents and staff on a regular basis.

OPTIONS OR SOLUTIONS:

Click or tap here to enter text.

EXECUTIVE DIRECTOR'S RECOMMENDATION:

Approve the motion of the addition of a Marketing and Communications Coordinator to the Classified Salary Management Table. This person will be able to coordinate a variety of marketing strategies and clearly communicate it with parents, staff, and community members. Additionally, the position will support the Executive Director and help to coordinate school-wide initiatives.

PROPOSED MOTION:

Motion to approve the revised Classified Salary Management Table.