

**SCHOOL DISTRICT OF FLAGLER COUNTY**  
**JOB DESCRIPTION**  
**SCHOOL CHOICE SPECIALIST**

**QUALIFICATIONS:**

1. Bachelor's degree in Education, Communications, Public Administration, Human Resources, or related field; Master's degree preferred.
2. Three (3) or more years of professional experience in education, family engagement, marketing, recruitment or a related field.
3. Valid Florida driver's license.
4. Satisfactory criminal background check and drug screening.

**KNOWLEDGE, SKILLS AND ABILITIES:**

Knowledge of school choice programs and Florida Department of Education requirements. Strong communication, interpersonal, and customer service skills. Ability to manage multiple tasks, meet deadlines, and maintain detailed and accurate records. Skilled in data analysis, report development, and use of student information systems. Proficiency in office productivity suites (Google, Microsoft) and digital communication platforms. Ability to work independently and collaboratively with diverse stakeholders. Familiarity with laws and regulations governing school choice, partial enrollment, transfers, and home education.

**REPORTS TO:**

Director of Student Services or Designee

**JOB GOAL:**

To serve as the district liaison for school choice, student assignment, and home education programs by ensuring families are informed and supported in accessing educational options. The School Choice Specialist will manage program implementation, facilitate communication between stakeholders, and support compliance with district and state policies.

**SUPERVISES:**

Assigned personnel

**PERFORMANCE RESPONSIBILITIES:**

1. Knowledge of programs available to students and parents throughout Flagler Schools.
2. Assist parents with all aspects of student assignment for school choice options, including partial enrollment and home education.
3. Respond to all school choice inquiries in a timely and professional manner.
4. Serve as liaison between the school, region, district, and community regarding school choice programs and enrollment opportunities.
5. Monitor, update, and manage student assignment, transfer data, and records, including random selection (lottery) processes.
6. Create, manage, and maintain accurate student files and application data.
7. Implement recruitment strategies and marketing plans for choice programs.
8. Develop and disseminate school choice information tools (e.g., print materials, web content, advertisements).
9. Schedule and conduct community and school-based information sessions.

10. Coordinate with departments such as Transportation, ESE, and Information Services to ensure smooth student placements.
11. Share procedural guidance with school staff regarding records maintenance and enrollment changes.
12. Analyze enrollment trends and school choice outcomes; prepare reports and make recommendations.
13. Ensure compliance with applicable state and district school choice policies.
14. Support the implementation and evaluation of school choice initiatives aligned with district goals.
15. Serve as district liaison to home education families.
16. Monitor the completion of annual performance assessment evaluation forms for home school students.
17. Maintain confidential records of home education documentation and ensure compliance with state requirements.
18. Participate in training, workshops, and district activities related to student services and family engagement.
19. Maintain a high level of professionalism, ethical conduct, and confidentiality.
20. Perform other duties as assigned by the Director of Student Services or designee.

**PHYSICAL REQUIREMENTS:**

Light Work: Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force as frequently as needed to move objects.

**TERMS OF EMPLOYMENT:**

Salary and benefits shall be paid consistent with the District's approved compensation plan. Length of the work year and hours of employment shall be those established by the District.

**EVALUATION:**

Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel and established performance objectives outlined in the District's current strategic plan.

**Salary Lane:** PAL4

**Approved:** [Insert Approval Date]