

JOB DESCRIPTION

Job Title: Coordinator, Sales & Customer Service (9954)

Job Summary:

Under the direction of the program administrator and/or designee, responsible for promoting and expanding the use of the ActVnet emergency response system. This role combines sales, marketing, customer service, and project coordination to ensure high levels of adoption, client satisfaction, and regulatory compliance. The position will also represent Tulare County Office of Education (TCOE) at public and professional events, build strong client relationships, manage multiple site installations, and serve as a trusted liaison for school safety initiatives.

Essential Duties:

- Deliver presentations that market the ActVnet program to educational institutions, public safety agencies, and community stakeholders.
- Assist in the execution of targeted marketing campaigns (print, email, digital) to raise awareness and generate interest in ActVnet and related safety services.
- Collaborate with the ActVnet staff to ensure consistent branding and promotional messaging.
- Generate leads and nurture prospects through proactive outreach and follow-up, including cold calls, emails, etc.
- Serve as the primary point-of-contact for client inquiries, concerns, and technical support requests, ensuring a professional and responsive customer service experience.
- Track and respond to customer feedback to improve services and engagement strategies.
- Build and maintain strong relationships with school districts, agency partners, and internal departments.
- Collaborate with district leaders and project teams to define project expectations, scope of work, deliverables, and timelines.
- Perform ongoing service audits and provide additional training or resources to clients as needed.
- Compile and analyze customer and usage data to evaluate program effectiveness and recommend improvements.
- Prepare detailed reports, presentations, surveys, and internal communications as requested.
- Ensure compliance with federal, state, and local regulations related to school safety and data privacy.
- Perform other related duties, as assigned.

Responsibilities: working independently and following standardized practices and regulations; supervising staff and overseeing an assigned work area. Utilization of resources from other work units may be required to perform the job's functions. There is some opportunity to impact the Organization's services. The usual and customary methods of performing the job's functions requires the following physical demands: some lifting, carrying, pushing, and/or pulling; some stooping, kneeling, crouching, and/or crawling; and significant fine finger dexterity. Generally, the job requires 70% sitting, 20% walking and 10% standing. The job is performed under minimal temperature variations.

Skills, Knowledge and/or Abilities Required:

Skills to:

- Implement effective marketing strategies and outreach campaigns.
- Deliver engaging, persuasive presentations to both small and large groups.
- Respond to customer needs with professionalism, empathy, and urgency.
- Solve problems through research, critical thinking, and creative approaches.
- Manage multiple projects with shifting priorities and deadlines.
- Apply and interpret data, facts, procedures, and policies.
- Organize work, set priorities, and meet established deadlines in a dynamic work setting.
- Follow complex verbal and written instructions.
- Communicate effectively orally and in writing.
- Appropriate use of English word usage, spelling, grammar, syntax and punctuation.
- Operate a computer and assigned software programs.

Knowledge of:

- Customer service principles, practices, and techniques that foster trust and satisfaction.
- Marketing fundamentals, including audience targeting, brand messaging, and campaign performance tracking.
- Current school safety regulations, protocols, and technologies.
- Research methods and data analysis techniques for program evaluation.

- Effective sales strategies and methods.
- Proper English grammar, punctuation, and sentence structure.
- TCOE mission, vision, value statements, standards, policies and procedures, operating instructions, confidentiality standards, and the code of ethical behavior.

Ability to:

- Promote and sell complex software solutions in an educational setting.
- Communicate clearly and professionally with diverse stakeholders.
- Maintain confidentiality and uphold professional ethics in all interactions.
- Build and sustain long-term client relationships.
- Conduct presentations for both small and large groups.
- Communicate effectively, both verbally and in writing, with staff and other professionals.
- Perform site inspections and audits, including lifting signage and using fine motor skills.
- Travel to various locations within and outside of the county, using personal vehicle, if necessary.
- Work a flexible schedule to accommodate meetings and travel, as needed.

Education Required:

- Associate's degree in business or a related field is required.
- Bachelor's degree in business, marketing, public relations, or a related field is preferred.

Experience Required:

- Five years of experience in sales, marketing, or customer service.
- Some experience in school safety programs is preferred.

Other Requirements:

- Valid California driver's license and proof of automobile insurance.
- Department of Justice and FBI Fingerprint Response (upon hire).

FLSA Status: Exempt

July 2025

This organization is an Equal Opportunity Employer and does not discriminate on the basis of race, color, national origin, creed, age, gender or disability. Inquiries regarding compliance procedures may be directed to our personnel office. This organization complies with the Americans with Disabilities Act. Persons with a disability who may need some accommodation in the hiring process should contact our personnel office. This organization is a Drug and Tobacco - Free Workplace. This organization requires a successful candidate to provide it with employment eligibility and verification of a legal right to work in the United States in compliance with the Immigration Reform and Control Act.