

## ***Vocational Financial Aide & Marketing Coordinator***

*Chillicothe R-II School District Job Description*

**Position Title:** Financial Aide & Marketing Coordinator

**Department:** Vocational Building

**BOE Approved: 05/20/2025**

**Reports to:** Vocational Director

**FLSA Classification:** Non-Exempt

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**SUMMARY:** Has knowledge of career and technical education; excellent rapport with students, staff, and community; and possesses exceptional skills in communication, organization, financial record keeping and technology. Responsibilities include but are not limited to recruitment, enrollment and placement; remaining current on industry trends; assisting with marketing and social media presence; counseling and advising students on financial aid benefits; conducting financial aid workshops; and processing financial aid for all GRTS students. Serves as an advocate in assisting students in obtaining the financial support needed to achieve their educational and career goals. Must be knowledgeable of all program offerings, purposes and goals of the school and have thorough knowledge of rules, regulations and mandates as per the U.S. Department of Education and the State of Missouri. The coordinator plays an active role in recruiting and outreach efforts and possesses a customer service mindset.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:** *Other duties may be assigned.*

- Develop and manage promotional content, social media, and outreach materials; lead marketing initiatives and represent the school at career fairs and public events.
- Monitor website daily and process all requests for information.
- Provide financial aid counseling and support to students, including eligibility assessment, award distribution, and compliance with federal/state regulations.
- Maintain accurate financial aid records, manage program budgets, oversee audits, and ensure confidentiality and regulatory compliance.
- Coordinate admissions testing, housing support, and student services; advise on academic progress and default prevention.
- Chair and support GRTS institutional committees, including COE accreditation and marketing, and participate in school-sponsored events and partnerships.

- Foster strong relationships with students, staff, community, and external organizations to support student recruitment, retention, financial support, and success.
- Establish rapport and credibility among potential and existing students, staff members and community.
- Disseminate financial aid information to clients through workshops, individual counseling, publications and the school's web page.
- Interpret and advise clients on financial assistance policies as well as their responsibilities and obligations related to applying for and receiving financial assistance.
- Review and determine eligibility of all applicants for various types of financial aid.
- Advise clients on funding and recommend alternative actions and strategies for clients who are denied funding.
- Establish policies and procedures for the effective administration of financial aid programs.
- Compile and continuously update student expense budgets.
- Control the authorization of all disbursements of student financial aid funds and prepare disbursement requests to the fiscal officer.
- Coordinate with the fiscal officer for reconciliation of the financial aid accounts.
- Report changes and termination of financial aid recipients to appropriate agencies.
- Maintain an accurate database of all data related to the administration of federal financial aid funds.
- Prepare all annual evaluation reports for COE.
- Possess a good general knowledge of the curricular offerings GRTS goals, purposes and objectives.
- Read appropriate literature and attend professional meetings, conferences, and workshops beneficial to the operation of the Financial Aid department.

**EDUCATION and/or EXPERIENCE:** High School diploma or GED. Previous financial work experience in a school system is preferred.

**EVALUATION:** Performance of this position will be evaluated in accordance with provisions of the Board's policy on Evaluation of Support Staff.

**TERMS OF EMPLOYMENT:** 11-month employee. Salary to be established by the Board of Education.