



Career and Technical Education Marketing Advisory Committee Member Job Description

Summary:

The Marketing Advisory Committee assists teachers in making curriculum and equipment recommendations to the General Advisory Council. These recommendations improve the quality and impact of instruction in programs that prepare students for specific occupations. This committee is made up of members of the community that represent employees and management who share expert working knowledge of the competencies required in the marketing field.

Responsibilities:

- Attend four Marketing Advisory Committee meetings during each school year.
- Support industry, state and district standards.
- Assist in developing and implementing a two-year marketing plan.
- Serve as a community link between your represented profession and Everett Public Schools.
- Advise Everett Public Schools on the current industry standards to ensure that curriculum taught in today's schools will prepare students for what to expect when they enter the work force.
- Participate in the review, planning and evaluation for the marketing curriculum.
- Assist in recruiting Marketing Advisory Committee members.
- Serve as a resource to Everett Public Schools by providing or finding work-based learning experiences, classroom guest speakers, job shadow and internship opportunities for students.

Time Commitment:

- Attend Marketing Advisory Committee meetings quarterly for one and a half hours.
- Occasional work outside of meetings.

Career and Technical Education Staff Representatives

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