

# School Districts Organizational and Leadership Structure

When considering the best way to sell to schools, it's easy to understand why the proposition can seem bewilderingly complex and if you're approaching the education market for the first time, it can be a little overwhelming.

## Who is Who in the School Districts.

Like it or not, decision-makers come and go from your target accounts. Get it right on the first try and you can convert your **K12Prospects** to loyal customers!

Here you can see the different job titles for school decision-makers and influencers that you can target for your email marketing. If you need any help identifying the right decision-maker, please just get in touch and we will be happy to advise you.



# School Board

## District Superintendent



Administration



Instruction & Curriculum



Operations



Technology & Media



Human Resources

## Departments

\* Decision maker

\* Influencer



### Administration

- Asst. Superintendent-Administration
- District Administration Coordinator
- District Administration Director
- District Compliance Coordinator
- Executive Assistant To The Superintendent
- Food Service/Cafeteria Manager
- Food Services Director
- Food Services Coordinator
- Food Services Assistant
- Paraprofessional/Instructional Aide
- Professional Development Director
- Publicity And Communications Coordinator
- Publicity And Communications Director

### Student Services

- Chief Of Staff
- Asst. Superintendent-Student Services
- Guidance & Counseling Director
- Guidance & Counseling Coordinator
- Psychologist
- Title I Director
- Title I Coordinator
- Student Services & Records Director
- Student Services & Records Coordinator
- Parent And Community Relations Director
- Parent/Community Resource Coordinator
- School Social Worker

### Business and Finance

- Chief Financial Officer
- Asst. Superintendent-Business and Finance
- Finance and Accounting Director
- Finance and Accounting Coordinator
- Finance and Accounting Assistant
- Purchasing Director
- Purchasing Coordinator
- Business Director
- Business Coordinator
- Business Administrator

### Athletics

- Athletic Director
- Athletic Coach



### Instruction/Curriculum

- Chief Academic Officer
- Asst. Superintendent-Instruction/Curriculum
- Academic Director
- Assessment and Accountability Director
- Bilingual Education Director
- Career And Technical Education Coordinator
- Curriculum and Instruction Secretary
- Digital Content & Distance Learning Coordinator
- District Reading Coordinator
- Elementary Education Director
- English/Lang Arts Coordinator
- Fine Arts Curriculum Director
- Gifted and Talented Curriculum Coordinator
- Instruction/Curriculum Coordinator
- Instruction/Curriculum Director
- Language Arts/English Director, K-12
- Literacy Curriculum Coordinator
- Mathematics Director, K-12
- Music Department Coordinator
- Secondary Education Coordinator
- Social Studies Department Chairperson
- Teaching And Learning Coordinator

### Special Education

- Special Services Director
- Special Education Director
- Special Education Coordinator
- School Counselor



### Operations

- Chief Operating Officer
- Asst. Superintendents - Operations
- Operations Director
- Operations Coordinator
- Transportation Director
- Transportation Coordinator
- Administrative Secretary Of Transportation

### Building and Grounds

- Asst. Superintendent-Building And Grounds
- Buildings And Grounds Director
- Buildings And Grounds Coordinator
- Buildings And Grounds Administrative Assistant
- Facilities And Maintenance Director
- Custodian
- Facilities And Maintenance Coordinator
- Planning And Construction Director
- Safety And Security Director
- Safety And Security Coordinator



### Human Resources

- Asst. Superintendent-Human Resources
- Human Resources Director
- Human Resources Coordinator
- Human Resources Administrative Assistant