

Job Title	Coordinator Centralized Help Desk and Customer Experience	Job Title Code	160127
Reports to	Chief Communications Officer	Wage/Hour Status	Exempt
Dept/School	Communications	Pay Grade	103
		Date Revised	December 5, 2025

Primary Purpose

Oversee the District's one-stop Help Desk operations and leads districtwide customer service initiatives. This role coordinates with all departments to ensure high-quality and consistent communication, and drives the implementation of training, technology, and stakeholder engagement strategies to improve customer satisfaction across El Paso ISD.

Education/Certification

- Bachelor's degree

Special Knowledge/Skills

- Strong communication, interpersonal, and problem-solving skills
- Ability to manage multiple priorities in a fast-paced environment
- Proficiency in customer service software (e.g., Onflo) and Microsoft Office Suite
- Data analysis and reporting skills to measure customer satisfaction and service outcomes
- Bilingual English/Spanish, preferred

Experience

- Five (5) years' experience in customer service, call center management, or public relations

Major Responsibilities and Duties

1. Serve as the primary point of contact for incoming district calls and online inquiries, providing immediate assistance or routing to the appropriate department.
2. Track and ensure resolution of all inquiries within established timelines, maintaining accurate records in the district's communication management system for accountability and quality assurance.
3. Develop, implement, and monitor districtwide response protocols to ensure consistent, high-quality customer service standards.
4. Coordinate and deliver annual customer service training and scenario-based professional learning for district and campus staff in collaboration with Professional Learning, Human Resources, and Communications.
5. Support new principals and campus leaders in applying customer service best practices.
6. Regularly analyze data from inquiries, feedback, and customer interactions to identify trends, gaps, and opportunities for improvement.
7. Produce and present analytics reports that inform district leadership and guide proactive communication and service strategies.
8. Collaborate with Communications, Technology, and other departments to align messaging, digital engagement, and Help Desk operations with district goals.
9. Monitor district and campus social media channels to identify service or engagement gaps and provide actionable recommendations.
10. Implement real-time feedback mechanisms across district touchpoints to measure stakeholder sentiment and drive improvement.
11. Establish a feedback loop between the Help Desk and Communications to address common stakeholder concerns and support proactive messaging and FAQs.



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12. Coordinate with Communications during high-volume or crisis periods to ensure accurate and timely stakeholder responses.
13. Support planning and execution of district events, presentations, Board meetings, and strategic initiatives to ensure seamless coordination and stakeholder engagement.
14. Recognize and highlight campuses and departments that demonstrate exceptional customer service aligned with district values and the Strategic Blueprint.
15. Ensure all stakeholder interactions—online, in person, and by phone—reflect district tone, language, and brand standards.
16. Other duties as assigned by the supervisor.

Supervisory Responsibilities

None

Physical and Mental Job Requirements

Mental Demands/Physical Demands/Environmental Factors

- Maintain emotional control under stress. Moderate lifting, carrying, standing, stooping, and bending.
- Work hours will regularly occur after school and may occasionally be prolonged and irregular.
- Frequent District wide and in- and out-of-state travel.

Terms of Employment

226 days; salary to be established by the Board of Trustees

The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Approved: _____
 Job Title: _____
 Date: _____

Approved: _____
 Job Title: _____
 Date: _____

My supervisor has reviewed this job description with me and has provided me with a copy.

Employee: _____
 Date: _____

The El Paso Independent School District does not discriminate in its educational programs or employment practices on the basis of race, color, age, sex, religion, national origin, marital status, citizenship, military status, disability, genetic information, gender stereotyping and perceived sexuality, or on any other basis prohibited by law. Inquiries concerning the application of Titles VI, VII, IX, and Section 504 may be referred to the District compliance officer, at 230 -2031; Section 504 inquiries regarding students may be referred to 504 Coordinator at 230-2856.

El Distrito Escolar Independiente de El Paso no discrimina en los programas de educación o en prácticas de empleo usando el criterio de raza, color, edad, sexo, religión, origen nacional, estado civil, ciudadanía, estado militar, discapacidad, información genética, estereotipo sexual o sexualidad percibida, u otra práctica



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prohibida por la ley. Preguntas acerca de la aplicación del título VI, VII o IX, y la Sección 504 pueden ser referidas al oficial del distrito, al 230-2031; preguntas sobre 504 tocante a estudiantes pueden ser referidas al oficial de 504 al, 230-2856.