



DIRECTOR, FAMILY AND COMMUNITY ENGAGEMENT

GENERAL RESPONSIBILITIES

Under the direction of the Chief Communication and Community Engagement Officer, the position is responsible improving relationships between students, parents, community and civic organizations while increasing the number of opportunities for services to our constituents. The Director shall promote the importance of parent and community involvement in the education process; provide information on services available to eligible students and families; convey information regarding school and/or district activities and procedures; and refer families to other agencies.

ESSENTIAL FUNCTIONS

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Oversee and coordinate the startup and operation of the *VBCPS Family Welcome Center*.
- Work collaboratively with the Department of Communications and Community Engagement to generate publicity for the *Family Welcome Center*.
- Oversee coordination of the partnerships and volunteers process.
- Assist students, staff, teachers, parents and community members for the purpose of providing and/or conveying information and other services required by parents or teachers.
- Conduct parent meetings to gain information and/or discuss needs and challenges involving students and families.
- Coordinate with community leaders and organizations to build resources and increase community engagement.
- Organize various activities (e.g. presentations, forums, etc.) to provide support to the community, schools, students, and parents.
- Work with the local schools to implement activities at the school, which will positively impact student achievement.
- Identify, develop, and evaluate outreach strategies based on VBCPS's Strategic Plan, market characteristics, and cost.
- Bring a focus of equity and access to outreach and advocacy as it relates to the VBCPS community.
- Work with the Chief Media and Communications Officer to build coalitions and community networks.
- Work with webmasters to develop an online cache of school and parent resources.
- Facilitate the interaction between local community groups and VBCPS to form partnerships to enhance educational outcomes.
- Organize events that encourage community leaders to visit schools and participate in school and district functions.
- Participate on a variety of committees/boards (e.g. philanthropic, student/family, civic, etc.)
- Perform related work as required.

KNOWLEDGE, SKILLS AND ABILITIES

Must have a comprehensive knowledge of the principles, practices and procedures of media, public and community relations, and a comprehensive knowledge of school division strategic plan and objectives, procedures and organization. Must have knowledge and expertise in marketing and communication strategy; strong research capabilities with gathering information from various sources and fluency in digital communications. Must have excellent oral and written communication skills. Must have the ability to make strategic decisions consistently through a combination of analysis, wisdom, experience, and judgment; and the ability to balance the delivery of programs and manage a budget. Must have a strong ability to manage details for precision and accuracy. Must have the ability to work with and through School Board members, administrators, teachers and support staff, conceptualize, and initiate, monitor, and evaluate new and/or current programs. Must have the ability to establish and maintain effective working relationships with school officials, administrators, teachers and staff; manage, support, and motivate assigned staff; work well under pressure; work independently and manage multiple projects simultaneously; and handle regular and after-hour emergencies as well as dealing with high-level political representatives.

EDUCATION AND EXPERIENCE

Bachelor's degree in English, journalism, education, communications or related subjects required, master's degree preferred. A minimum of 5 years of experience in strategic marketing communications, public relations, crisis communications, and community outreach, preferred. Proven leadership and success in engagement and mobilization at the individual, community, and organizational levels with a demonstrated ability to engage and influence others.

(A comparable amount of training and experience may be substituted for the minimum qualifications.)



PHYSICAL REQUIREMENTS

None

(Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.)

SPECIAL REQUIREMENTS

Possession of a valid driver's license

Regular and reliable attendance is an essential function of this position.