



CLASSIFICATION DESCRIPTION

TITLE: Family and Community Engagement Specialist

Title of Immediate Supervisor: Communications Officer	Department: Communications	FLSA Status: Exempt
Accountable For (Job Titles): Varies		Pay Grade Assignment: DDWIAA, Class II-B

General Summary or Purpose Of Job:
Works with staff, parents, families, schools and community to provide support and monitor development of a districtwide and school-based engagement plan; provides required and voluntary educational workshops; represents the district in local communities and drives engagement through networking and partnership development; promotes programs and district/school events; communicates with school families and students; and performs other related activities around families and community engagement.

DUTY NO.	ESSENTIAL DUTIES: (These duties are a representative sample; position assignments may vary.)	FREQUENCY
1.	Develops relationships with community partners to provide information about district services and strategize opportunities for collaboration.	15%
2.	Educates target populations about their rights and responsibilities and provides advocacy in overcoming barriers and accessing educational services when appropriate.	15%
3.	Monitors community issues, trends, and other factors that may impact program operations.	10%
4.	Plans, organizes and delivers educational presentations to the community, including securing locations, preparing materials, evaluations and follow up.	10%
5.	Hosts information tables at conferences, fairs, and other school and community events to share information about the district and distributes materials.	10%
6.	Integrates multicultural marketing campaign strategies into outreach messaging.	10%
7.	Assists school-level, department leadership and school-based staff members by providing professional development opportunities for staff on family engagement topics as requested to meet the needs of diverse learners.	5%
8.	Identifies potential outreach locations and builds partnerships within the community.	5%
9.	Enthusiastically promotes the district's strategic plan, mission, vision and core values in compliance with all policies and procedures.	5%
10.	Builds personal relationships, respect, and mutual understanding with families through home visits, community walks and class meetings.	5%
11.	Works with the communications department to enhance family engagement and messaging.	5%
12.	Other duties as assigned.	5%



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Minimum Qualifications: (necessary qualifications to gain entry into the job not preferred or desirable qualifications)

Minimum Qualifications:

- An associates degree OR minor in social work, communication, public relations, cultural studies or a related field; AND
- Four years of community engagement and outreach experience; OR
- An equivalent combination of education, training and experience as determined by Human Resources..
- Become a member of the National Association for Family, School, and Community Engagement (NAFSCE).

Certification or Licensing Requirements (prior to job entry):

A valid Minnesota State Driver's License may be required.

Knowledge Requirements: (Requires knowledge of)

- District policies, regulations, procedures and processes.
- Applicable state and federal rules, regulations, policies and procedures.
- Methods and techniques for working with students and families.
- Local community resources and regional community services programs.
- Facilitative skills, group dynamics, group learning
- Principles, ethics and practices of engagement across multiple cultures and ethnicities, marketing and public communications.
- Community and family engagement through various social media platforms and websites.
- Customer service principles and practices.
- Modern office methods, practices and procedures.

Skill Requirements: (Skilled in)

- Working with students and families of children with and without identified special needs.
- Building, maintaining and expanding partnerships to deliver ongoing, high quality services and opportunities for students.
- Establishing and maintaining effective working relationships.
- Dealing successfully with a variety of individuals from various socioeconomic, ethnic and cultural backgrounds.
- Strong problem-solving, critical-thinking and independent decision-making skills.
- Functioning as an independent, self-motivated and self-reliant self-starter who initiates appropriate actions and strategies and can work successfully without constant direction and close supervision.
- Communicating effectively verbally and in writing.
- Planning, organizing and setting work priorities and work independently with no immediate supervision.
- Meeting predetermined deadlines and utilizing flexibility with work and priority shifts.
- Interpreting, explaining and applying written and oral instructions, procedures and regulations.
- Communication skills, both oral and in writing.
- Determining priorities in the handling of unique and/or complex problems.
- Promoting public relations and dealing tactfully and diplomatically with staff, students and the general public.
- Maintaining confidentiality with sensitive information, issues and situations.



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Physical Requirements: (Indicate according to the requirements of the essential duties/responsibilities)				
Employee is required to:	Never	1-33% Occasionally	34-66% Frequently	66-100% Continuously
Stand		x		
Walk			x	
Sit			x	
Use hands dexterously (use fingers to handle, feel)				x
Reach with hands and arms			x	
Climb or balance	x			
Stoop/kneel/crouch or crawl		x		
Talk and hear				x
Taste and smell	x			
Lift & Carry:				
Up to 10 lbs.			x	
Up to 25 lbs.		x		
Up to 50 lbs.				
Up to 100 lbs.				
More than 100 lbs.				

General Environmental Conditions:
General Physical Conditions:
<p>Work can be generally characterized as:</p> <p>Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body.</p>

Vision Requirements: (Check box if relevant)	Yes	No
No special vision requirements	x	
Close Vision (20 in. of less)		
Distance Vision (20 ft. of more)		
Color Vision		
Depth Perception		
Peripheral Vision		

Job Classification History: