

Job Title	Coordinator Family and Community Engagement Events	Job Title Code	127142
Reports to	Executive Director Family and Community Engagement	Wage/Hour Status	Exempt
Dept/School	Family and Community Engagement	Pay Grade	103
		Date Revised	February 11, 2025

Primary Purpose

Will plan and coordinate district-level events that bring families and members of the community together in partnership that will ultimately enhance student outcomes and build rapport between the community and the district. The coordinator will coordinate events and approaches that facilitate two-way communication between student's families, community members and the district.

Education/Certification

- Bachelor's degree in journalism, Communications, Public Relations or related fields (preferred)

Special Knowledge/Skills

- Successful experience in event planning, public relations, and/or communication
- Skill in project management
- Ability to organize and lead multiple concurrent projects
- Highly proficient emotional intelligence
- Excellent writing, editing, presentation and communication skills
- Ability to use social media, multi-media equipment and software programs
- Oral and written fluency in Spanish (preferred)

Experience

- Three (3) years of experience in public relations, marketing and/or communications

Major Responsibilities and Duties

1. Facilitate the creation of a guide that outlines timelines, schedules, and checklists to community events are consistently organized and communicated to families and the community.
2. Develop, coordinate, manage and maintain a schedule of District community events
3. Plan and organize District-level events such as, but not limited to, community meetings, family and community engagement conferences, volunteer activities, back to school events and community resource fairs.
4. Develop and implement detailed event plans, organize resources, create project timelines, establish project budgets, and coordinate logistics with other departments as needed.
5. Research, evaluate and secure family and community engagement event venues, obtain necessary permits and licenses and arrange for equipment and supply rental as needed.
6. Collaboratively develop and execute effective event marketing and promotion plans through social media, email marketing, print ads, media relations, and other approaches.
7. Provide on-site direction of events, oversee logistics and coordinate event staff to ensure positive and efficient participant experiences.
8. Coordinate with school staff to secure student participation at family and community events as needed.
9. Collect data and feedback from various sources such as attendee surveys, stakeholder feedback, and post-event reviews. Use this data to evaluate and analyze the success of the event and provide recommendations for future events.
10. Manage event budgets, track all expenses related to events, and provide financial summaries as requested.
11. Produce and distribute the department newsletter monthly.
12. Maintain the department website and social media accounts.

JOB DESCRIPTION

13. Coordinate with other departments to develop and maintain an online system to record participation at District and school events.
14. Monitor school family and community webpages and support principals or designees to ensure that family and community websites are updated regularly.
15. Secure sponsorships and donations to support department events.
16. Coordinate translation support for families and community members at Board meetings.

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.
- Frequent prolonged or irregular working days and hours. Frequent in and out of district travel.

Terms of Employment

226 days; salary to be established by 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: _____

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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 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.