

Job Title:	Coordinator Family and Community Engagement Events	Wage/Hour Status:	Exempt
Reports to:	Executive Director Equity and Community Engagement	Pay Grade:	103
Dept/School:	Equity and Community Engagement	Date Revised:	August 21, 2023

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.

Qualifications

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.
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: _____

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I have read and understood the contents of this job description. I acknowledge that my performance evaluation will be based on stated duties/responsibilities. I am also aware that my position is funded with external funds (State Compensatory Education or federal) and my job duties/responsibilities must comply with the respective Program requirements.

Employee Signature: _____ *Date:* _____

I hereby certify the above information to be true and correct. The employee will be supervised to ensure that work performed by the individual listed above, is compliant with respective Program requirements.

Supervisor Signature: _____ *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 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.