

**Community Engagement Specialist**  
**New Hanover County Schools**

**Job Description**

**Class:**       **Classified**  
**Division:**   **Superintendent**  
**Depart:**     **Communications and Outreach**

**TITLE:**                   **Community Engagement Specialist**

**QUALIFICATIONS:**

1. Bachelor's Degree in Spanish, Education or related field.
2. Bilingual in English and Spanish with excellent speaking, listening, reading and writing skills.
3. Strong English and Spanish bilingual communication skills and knowledge of community relations, partnership building and a variety of communication techniques.
4. Strong technology skills.

**REPORTS TO:**            Chief Communications Officer

**JOB GOAL:**             Lead district-wide and community outreach efforts for English Language Learner (ELL) families and community members. Identify and implement resources and strategies to build strong relationships between school district staff and ELL families and community members.

**ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:**

1. Follow all rules, policies and procedures of New Hanover County Schools, along with state and federal regulations pertaining to school issues.
2. Create and manage communications that reach diverse stakeholder groups.
3. Provide information to parents with emphasis on ELL families, pertaining to the district's policies, procedures and instructional programs as well as resources available throughout the school system and community.
4. Lead the district's efforts in communicating with ELL families during emergency situations that may occur at any time.
5. Serve as district liaison to ELL community organizations and communicate frequently with community partners and ensure partners are kept abreast of district news and information.

6. Facilitate support and resources for ELL students and families offered by the district and community organizations.
7. Utilize a variety of communication outlets, including the district website, electronic methods, social media and other platforms, to communicate with ELL students, families and community members.
8. Lead the district's efforts to provide parent and family engagement programming for parents of ELL students and develop programming opportunities for community partners to support ELL students and families.
9. Represent the district at local business and community events, foster relationships with new groups and organizations, coordinate and lead partnership development meetings with current, new and potential partners, and provide district guidance to school and regional personnel regarding partnerships.
10. Represent the school system at district-wide events, school-based events and community events that may occur evenings and weekends.
11. Identify and develop speaking opportunities for the superintendent and other district leaders in the community including civic, non-profit, health and human services, and arts organizations, and professional associations that support the ELL community.
12. Develop and execute annual outreach and engagement plans, based on data and best practices in community and school public relations, to diverse community leaders and groups. Measure effectiveness against goals for outreach and engagement, and outcomes provided by public opinion polls of community members.
13. Provide training, assistance and reciprocal information to liaisons, school personnel and others to improve relationships and cross-cultural understanding, and to improve the involvement of ELL parents and families. Use qualitative and quantitative data to understand and share student, parent and community needs.
14. Collaborate with social workers, counselors, teachers, school administrators and others to organize parent workshops, community teambuilding events and information sessions for ELL students and families.
15. Provide direct support for families during critical school periods such as registration and parent-teacher conferences.
16. Coordinate translation services in collaboration with ELL department and accurately translate necessary district documents including applications, enrollment registrations, required forms, and letters or flyers for ELL parents and families.
17. Maintain strict confidentiality for all matters.
18. Perform other duties and responsibilities as requested.

*The above statements describe the general nature and level of work being performed by individuals assigned to this job. This is not intended to be an exhaustive list of all responsibilities and duties required of personnel so employed.*

**Terms of Employment:** Twelve-month work year/At Will/FLSA Exempt

**Starting Salary and/or Grade:** Grade 75

**Evaluation:** Performance of this job will be evaluated in accordance with provisions of the Board and local policy on evaluation of personnel.

**Knowledge, Skills and Abilities:**

- Demonstrate functional knowledge of computers and all aspects of the Microsoft Office Professional software programs and Google Suite.
- Ability to use social media and other communication platforms in a fast-paced environment.
- Ability to communicate clearly and concisely, both orally and in writing in English and Spanish; ability to communicate well with school personnel, central office staff, and community stakeholders while complying with confidentiality requirements in local, state, and federal policies and statutes.
- Ability to work collaboratively and flexibly with parents, students and school staff.
- Ability to interact and deal with public in a professional manner with poise and confidence.
- Ability to establish and maintain effective working relationships as necessitated by work assignment.
- Comply with confidentiality requirements in local, state and federal policies and statutes.
- Physical ability (able to exert up to 20 pounds of force occasionally) and dexterity to perform the duties and responsibilities of the job.