

Job Title:	<u>ECE Outreach and Enrollment Specialist</u>
Grade Level/Terms of Employment:	<u>Grade 122 /260 Days (12 months)</u>
FLSA Status:	<u>Exempt</u>
Work Location:	<u>Central Office/City Hall</u>
Immediate Supervisor:	<u>ECE Manager of Family & Community Engagement</u>

General Description:

The Outreach and Enrollment Specialist will support the Manager of Family & Community Engagement in the department of Early Childhood Education (ECE) by developing, implementing and coordinating a comprehensive outreach, enrollment, and attendance strategy designed to increase access to RPS preschool and engagement with families by building relationships with school administrators, community partners and families to identify and remove barriers to preschool enrollment and attendance. The Specialist will be responsible for all aspects of outreach, communications, advertising and marketing for RPS's preschool programs in order to meet annual enrollment targets. The Specialist will support families in the preschool registration and enrollment process, manage online application platforms, assess applications for eligibility, and ensure data integrity and compliance with local, state, and federal regulations. The Specialist will also work closely with school-based teams and ECE program personnel to monitor attendance and develop support plans to encourage daily participation and reduce barriers to regular school attendance.

Essential Duties and Responsibilities:

- Collaborate with various ECE departments to design and implement a recruitment and enrollment strategy to ensure fully enrolled preschool programs, including marketing and community outreach efforts such as hosting tables at community events, canvassing neighborhoods, and mapping and identifying community assets in target areas (churches, community centers, libraries, etc.)
- Collect and analyze data regarding the barriers families experience when enrolling in preschool, strategies attempted to remove barriers, and the level of success for these strategies and interventions.
- Implement all aspects of online enrollment (via online enrollment platforms and application processing), including:
 - Ensuring that applications are completed correctly and that the required supporting materials have been approved
 - Providing guidance and recommendations to applicants and prospective candidates
 - Handling questions, issues, and providing detailed information on requirements, process, and policies
 - Collecting information that qualifies candidates for programs and services
 - Follow up regularly with families to provide the support and resources needed to ensure they successfully enroll in preschool
 - Processing enrollment and withdrawal and managing waiting list and transfer procedures
- Develop plans and tools for preschool administrators and teachers to use in promoting 90% or better attendance
- Use data from the division's student information system (SIS) to identify chronically absent children early in the school year
- Collect and analyze barriers to attendance

- Develop targeted plans to improve attendance for chronically absent children by working with teachers and families
- Meet regularly with preschool principals, program administrators, and the ECE Family & Community Engagement Manager to ensure successful execution of enrollment and attendance plans/initiatives
- Develop proficiency in the use of the division's student information system (SIS) and online application platform in order to review, input, and report out various data points on applications
- Perform other duties as assigned

Qualifications:

- Bachelor's degree in early childhood education, counseling, social work, education, education policy, or related area
- At least three years of experience, preferably in an educational setting, with responsibilities including community outreach, advertising/marketing, information technology and/or data collection and analysis
- Experience in Richmond grassroots community networking, and engagement and outreach
- Ability to establish and maintain effective working relationships with school leaders and staff, program administrators, parents, business and community partners
- Authentic, effective, and professional communication style including the ability to communicate effectively in person and by email and phone
- Strong project management and organization skills , with the ability to track details and prioritize multiple initiatives and timelines
- Strong computer skills and knowledge of databases and relevant software programs, and proficiency in Google Suites
- Knowledge of and experience with traditional and digital communications tools, especially social media applications to build community interest and engagement
- Outstanding interpersonal and teamwork skills; and strong organizational skills, including keen attention to detail
- Ability to learn quickly, work in a fast-paced environment
- Ability to work a flexible schedule
- Bilingual skills with proficiency in Spanish preferred