Position: Executive Director - Communications and Family Engagement	FLSA: Exempt	Work Days: 223
Reports to: Superintendent or Designee	Salary: Classified Management Salary Schedule – Range B	

Job Descriptions are intended to present a descriptive list of the range of duties performed by employees in the class. Job Descriptions are not intended to reflect all duties performed within the job.

OVERALL OBJECTIVE AND SUMMARY:

The Executive Director - Communications and Family Engagement provides strategic leadership and oversight of the Communications and Family Engagement Department (CAFE), which includes Communications, Parent Engagement, Student Voices, Mentoring Programs, and Community Partnerships. Ensures clear, transparent, culturally responsive communication and fosters strong family-school-community partnerships that elevate student outcomes. Leads efforts that positively brand and promote the district, strengthen engagement, and expand enriching opportunities and resources in alignment with district vision and goals.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Essential duties and responsibilities may include, but are not limited to, the following:

- Supervise, support, and evaluate staff as assigned; foster a culture of accountability, collaboration, and professional growth.
- Provide leadership aligned with the District's Vision, Goals, Core Values, and Theory of Action for Student Success.
- Plan, organize, and oversee assigned functions to support effective operations, continuous improvement, and alignment with district priorities.
- Use data and evidence to inform decision-making, monitor progress, and drive outcomes through the Cycle of Continuous Learning and Improvement (CCLI).
- Promote equitable access to programs and services and inclusive practices that support the success of all students.
- Maintain compliance with applicable laws, regulations, policies, and collective bargaining agreements.
- Oversee and/or support budgeting, resource allocation, and strategic planning efforts to advance district goals (as applicable).
- Promote safe, positive, and productive learning and working environments.
- Create and provide oversight to the development and implementation of a district strategic branding and communications plan.
- Develop, recommend, and implement districtwide policies, systems, and strategic initiatives related to communications, family engagement and community partnerships.
- Provide districtwide leadership in the design, development, and coordination of programs within CAFE, including communications, mentoring, student voice initiatives, parent engagement programs, and community partnerships.
- Oversee all district communications, ensuring timely, accurate, and accessible information is shared with families, staff, and community members through diverse and culturally responsive channels.
- Maintain continuity, consistency, and alignment of messaging and engagement efforts across all schools, departments, and platforms.
- Direct media relations, crisis communications, branding, marketing strategies, and outreach campaigns to positively elevate district identity and reputation.
- Oversee development and implementation of systems and opportunities that include integrating student voice and student involvement when appropriate across the district.
- Oversee implementation and continuous improvement of CAFE mentoring programs and evaluate effectiveness of communications, engagement initiatives, and partnerships using data, metrics, surveys, and stakeholder feedback.
- Lead and align district communications and engagement tools to ensure accessibility and alignment with district goals, and develop and oversee the district's strategic family engagement plan, including districtwide initiatives, culturally responsive activities, and Parent University.
- Build and sustain community partnerships that enhance student learning, expand program offerings, generate resources, and support youth workforce pathways.
- Serve as liaison with community organizations, local businesses, media partners, public agencies, elected officials, and nonprofit organizations.
- Support district and school leadership with message development, public presentations, board

communications, crisis response, and strategic communication and family engagement planning.
- Perform related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles and practices related to the technical aspects of the assigned department.
- Federal, State, and local laws, regulations, Education Code provisions, and collective bargaining agreements applicable to assigned departments.
- District organization, operations, policies, goals, and objectives.
- Recordkeeping, office organization, and standard administrative practices.
- Proper English usage, including grammar, spelling, punctuation, and vocabulary.

Ability to:

- Communicate effectively orally and in writing and build effective working relationships with diverse audiences, including staff, students, families, community partners, and stakeholders.
- Exercise sound judgment in problem-solving, conflict resolution, and decision-making.
- Adapt to changing priorities and organizational needs with flexibility and professionalism.
- Manage budgets and allocate resources in alignment with district priorities, as applicable.

PHYSICAL ABILITIES

Positions in this classification typically require the following physical abilities to successfully perform the essential functions of the job, with or without reasonable accommodation:

- **Mobility:** Ability to sit, stand, and walk for extended periods of time. Ability to move throughout district facilities, school sites, offices, warehouses, and community locations as required.
- **Manual Dexterity:** Sufficient fine motor skills to operate a computer, keyboard, mouse, tablet, telephone, and other standard office equipment. Ability to write, type, review, and prepare documents accurately.
- **Vision:** Ability to read printed materials and electronic documents, review data, and analyze reports. Adequate visual acuity to utilize computer screens for extended periods and observe site conditions.
- **Hearing and Speech:** Ability to hear and understand conversations in person, over the telephone, and through virtual platforms. Ability to speak clearly to participate in meetings and direct communication with individuals and groups.
- **Lifting/Carrying:** Ability to occasionally lift, carry, push, or pull materials and equipment typically up to 25 pounds.
- **Reaching/Bending/Stooping:** Ability to bend, stoop, reach, and stretch as required.
- **Travel:** Ability to travel between district sites, community locations, and external meetings. May require operation of a personal or district vehicle.
- **Work Environment Tolerance:** Ability to work in standard office settings as well as school, operational, warehouse, or outdoor environments, which may include moderate noise levels and varying temperatures.
- **Extended Work Hours:** Ability to work extended hours, evenings, and occasional weekends as required for meetings, events, emergencies, or operational needs.

EDUCATION AND EXPERIENCE

Any combination of experience and training that would likely provide the required knowledge and abilities could qualify someone for this position. A typical way to obtain the knowledge and abilities would be:

- Education: Equivalent to a Bachelor’s degree or higher from an accredited college or university with major coursework in communications, public relations, education, public administration, marketing, journalism, organizational leadership, or a related field. A Master’s degree is highly desirable.
- Experience: Five years of increasingly responsible experience in communications, family engagement, community relations, public information, education leadership, or a related field, including at least three years in a leadership or supervisory capacity. Experience in a public school district, public agency, or similarly complex organization is highly desirable.

LICENSES AND CERTIFICATES

- Valid California driver’s license required