



Job Title: **Multilingual Family Engagement Coordinator**

Department: Communications and Public Relations

Reports To: Director of Communications

Grade: BG-5

Number of Days: 12 Months

Security Access: Education Service Center

Overtime Status: Exempt

Last Revised Date: August 20, 2019

Mission and Vision: Tulsa Public Schools is the destination for extraordinary educators who work with our community and families to ignite the joy of learning and prepare every student for the greatest success in college, careers and life. Our mission is to inspire and prepare every student to love learning, achieve ambitious goals and make positive contributions to our world.

Core Values: Our core values guide how we work and interact with each other at every level of the organization. We embrace and embody these values every day:

- **Equity:** All children deserve the opportunity to develop their full academic and social potential. Our diversity is a community treasure, and we must foster an inclusive environment by examining biases and resolving unfair practices.
- **Character:** We are honest, trustworthy, and have high standards of behavior. We do the right thing even when it is hard. While we do not always agree, we treat one another with kindness and respect.
- **Excellence:** We work hard together and expect a lot of one another because high standards produce exemplary knowledge, skills, abilities, and mindsets.
- **Team:** We care for one another, support the personal and professional development of one another, and work together to improve our community.
- **Joy:** Joy at school and at work makes us more productive because when we create, innovate, and imagine, our motivation grows. We want to ensure that everyone knows the excitement that comes from working deeply on a problem, task, or concept and experiencing breakthrough moments.

Position Summary: Under the direction of the Director of Communications, the multilingual Title I family engagement coordinator will work with the district's Title I schools to build stronger connections with current families and prospective families by improving and increasing family engagement opportunities and programs, creating community outreach initiatives, and building strategic partnerships with community organizations and businesses. The successful candidate will design communication and engagement efforts that meet the needs of the diverse communities served in our Title I schools, help to retain current families,

and forge connections with unenrolled families living in Title I catchment areas.

Minimum Qualifications:

- Alignment with vision, values and goals of Tulsa Public Schools
- Minimum of Bachelor's degree in communications, marketing, public relations, or related fields
- Bilingual (English and Spanish)
- Experience developing media releases, content for social media, and outreach and engagement collateral
- Exceptional interpersonal and problem-solving skills and proven ability to work effectively and efficiently in high-pressure situations

Responsibilities and Essential Functions: The following duties are representative of performance expectations. A reasonable accommodation may be made to enable a qualified individual with a disability to perform essential functions.

- Develops and implements a family engagement and outreach strategy for Title I schools that is aligned with the goals and priorities of Destination Excellence
- Creates communications, outreach, and engagement plans, programs, and events to engage and inform current families in Title I schools and prospective families in Title I school catchment areas
- Works with the Communications, Student and Family Support Services, and Instructional Leadership teams to provide differentiated supports based on the needs of each Title I school community
- Builds and leverages strategic community and business partnerships to improve school and district capacity to engage current and prospective families in Title I catchment areas
- Creates bilingual informational and promotional materials designed to engage and inform current families, prospective families, and Title I schools
- Ensures that parents and families in Title I schools and catchment areas are informed about and updated on school and district news, programs, and initiatives
- Enhances job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional learning opportunities
- Ability to work collaboratively with others on a team
- Perform other tasks, duties, or services consistent with this position as assigned

Skills and Abilities Required: The following characteristics and physical skills are important for the successful performance of assigned duties.

- Three years' experience in community organizing, community outreach, parent engagement, communications, marketing, public relations or related field
- Effective, highly-organized, self-directed project coordinator with ability to respond and pivot rapidly to the district's changing needs
- Attention to detail and high bar for personal and professional excellence
- Strong multilingual written and oral communication skills with an understanding of proper grammar and punctuation
- Ability to work well within tight deadlines in a fast-paced environment

- Self-directed, collaborative, and creative problem-solver
- Must be flexible, as job requirements will vary

Supervisory Responsibility:

- Supervises Multilingual Communications Specialist

Working Conditions: Exposure to the following situations may range from remote to frequent based on circumstances and factors that may not be predictable.

- Work with tight deadlines in an effort to be responsive to schools
- Standard office conditions; being able to sit for long periods of time without break, frequent use of email, etc.
- Occasional travel to school and district locations for on-site support, collaboration and progress monitoring, possibly outside of regular work hours
- The normal effort of occasional periods of light physical activity

Tulsa Public Schools is committed to building a diverse and inclusive team of individuals who contribute to the district's mission with their talents, skills, and energy. Tulsa Public Schools is an equal opportunity employer and does not discriminate on the basis of race, religion, color, national origin, sex, sexual orientation, gender expression, gender identity, pregnancy, disability, genetic information, veteran status, marital status, age, or any other classification protected by applicable law.

Tulsa Public Schools also provides reasonable accommodations to qualified applicants and employees with disabilities. If you need an accommodation during the application process, please contact the district's talent management department at 918-746-6310 or the district's human rights and title IX coordinator at 918-746-6517. You can also direct your request for accommodation in writing to the Tulsa Public Schools Education Service Center, Attn: Talent Management, 3027 S. New Haven Ave., Tulsa, OK 74114-6131.