

DIXON UNIFIED SCHOOL DISTRICT
Job Description

TITLE: Coordinator of Outreach, Engagement, and Innovation	CLASSIFICATION: Non-Represented – Certificated Management
REPORTS TO: Assistant Superintendent of Ed Services	FLSA: Exempt
WORK YEAR: 216	SALARY SCHEDULE: Administrative Management
BOARD APPROVAL: 05/20/2021	RANGE: 7
BOARD REVISION: 06/03/2021	

PRIMARY FUNCTION: Provide leadership and direction to increase community and family connectedness to the District, its programs, and schools as related to DUSD’s LCAP Goal #3, which states: “Engage families and the community to form active partnerships which ensure the academic and social growth of students.” Build and maintain public support for DUSD’s mission, goals, students, and staff by actively highlighting and marketing its successes, initiatives, and programs, especially as they relate to students and staff. Oversee and coordinate the District’s non-classroom based instructional program.

RELATIONSHIP TO STUDENT ACHIEVEMENT: Students succeed when all members of the school community (families, staff, local organizations, etc.) are coordinated in their efforts to support their learning. Moreover, maintaining enrollment will allow the District to maintain programs critical to meeting the District’s Mission.

SUPERVISION OVER: NA

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES: Incumbents may perform any combination of the essential functions shown below. This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification, but to accurately reflect the primary job elements. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this classification.

DUTIES AND RESPONSIBILITIES:

- Coordinate and lead educational efforts for families and other stakeholder groups. Leads targeted engagement and educational activities for groups historically underrepresented in these types of activities, in particular for parents/guardians of English Learners, Socio-Economically Disadvantaged students, and Homeless/Foster Youth.
- In partnership with site principals, design, coordinate, and implement the Parent Liaison family outreach program.
- Develop and oversee methods to ensure feedback from a wide spectrum of stakeholders, such as surveys, town halls, and other activities. Organize and present the findings from such activities.
- Work with a broad spectrum of families and community stakeholders to develop proactive strategies to respond to potential issues and/or concerns.
- Work with school sites to plan and execute community events which serve to increase awareness of district programs, celebrate student and school successes, and generally serve to increase community connectedness to the District and its schools.
- Work with local agencies and businesses to increase opportunities for students to engage with these groups.
- Build and maintain public support for the public education school system in collaboration with the Superintendent, management team, and labor partners.
- Communicate and represent the District’s mission, vision, and perspective internally and to the general public/community as designated by the Superintendent. Lead the development and delivery of District news to

broadcast, print, and online media on a daily basis. Oversee and manage the District's online social media and website presence. As necessary, organize press releases and conferences.

- Develop, direct, and evaluate the District's public relations, marketing, communications, and public affairs strategy. In this capacity, execute effective outreach campaigns which highlight the District's successes and initiatives.
- Develop and maintain the District's brand image, positioning, and messaging.
- Build the capacity of other District leaders in the areas of public relations and outreach.
- Serve as the Superintendent's representative and liaison to community leaders and groups.
- Work with local post-secondary institutions to increase communications and develop avenues for partnership.
- Working with Educational Services staff and site leaders, plan and coordinate a non-classroom based instructional program starting in the fall of 2021 and beyond.
- Develop, coordinate, and monitor the crisis communication plan and implementation.
- Assist with any special projects as designated by supervisor and/or Superintendent.

LICENSES AND REQUIREMENTS:

- A valid Administrative Services Credential issued by the California Commission on Teacher Credentialing.
- Five years minimum experience as a teacher.
- Fingerprint/criminal justice clearance.
- Possession of a negative TB risk assessment certificate and, if risk factors are identified, a negative TB examination, that is no more than 60 days old and renewable at least once every four years.

KNOWLEDGE AND ABILITIES: The following outline of essential knowledge, abilities, and physical requirements is not exhaustive and may be supplemented as necessary in accordance of the job.

KNOWLEDGE OF:

- Current literature and best practices in public relations, marketing, communications, community relations, and public affairs as related to the public education system.
- Current public education trends, issues, and research.
- Various social-media and other online resources appropriate for use in communicating District information.
- Public speaking.
- Strategies to engage the variety of culturally and linguistically diverse populations served by DUSD.
- Budget preparation and management.
- The DUSD Mission and LCAP.
- California Education Code, especially as it pertains to schools of choice and alternative programs.

ABILITY TO:

- Develop and implement comprehensive public relations strategies and activities.
- Generate print, broadcast, and social media coverage.
- Use technology tools including but not limited to equipment, applications, programs and other resources.
- Increase family and community involvement with the education of the students of DUSD.
- Maintain confidentiality of District information.
- Prepare and deliver oral presentations.
- Establish and maintain cooperative and effective working relations with others.
- Work with school sites and departments to design information campaigns unique to their contexts.
- Manage the District's brand in the community.
- Communicate effectively orally and in writing to a variety of audiences.
- Work independently.
- Supervise and evaluate the performance of assigned staff.

**Consideration will be given to qualified disabled persons who with reasonable accommodation can perform the essential functions of the job.*

WORKING CONDITIONS:

WORK ENVIRONMENT: District office; in vehicle traveling to job assignments; outdoor environment on school sites in variable weather conditions.

Body Movement (Frequency):

<u>None (0)</u>	<u>Limited (1)</u>	<u>Occasional (2)</u>	<u>Frequent (3)</u>	<u>Very Frequent (4)</u>
Lifting (lbs.): 25 Reaching Overhead: 1 Climbing Stairs: 1		Lifting: 1 Bending: 1 Kneeling or Squatting: 1		Pushing and/or Pulling Loads: 1 Climbing Ladders: 1

SAMPLE PHYSICAL ABILITIES:

Hear and speak to make presentations, and exchange information in person and on the telephone; dexterity of hands and fingers to operate a computer keyboard; see to read, prepare documents and reports, and view a computer monitor; sit or stand for extended periods of time; bend at the waist, reach overhead, above the shoulders, and horizontally to retrieve and store files; lift light objects.