

Job Title: Director of Engagement & Outreach
Reports to: Superintendent
Work Schedule: 8.0 hours per day - 260 days per year (includes 28 vacation days and 12 holidays)
Salary: Salary Schedule #A – Administrator 2 – Director 2

Job Summary:

This position is responsible for leading and coordinating community and district engagement and outreach for the Superintendent and Board of Directors including developing a comprehensive strategy for engagement and outreach activities within and on behalf of the district and its schools. The position will serve as the primary liaison between the district and schools leading and planning the execution of engagement and outreach actions and activities as well as serve as ambassador for the school district as a whole. The position will manage/coordinate executive level activities of the Superintendent's office including the supervision and evaluation of the Communications Specialist, the Executive Assistant to the Superintendent (in partnership with the Superintendent), and clerical support staff to ensure that positive public relations are maintained. The position will also be responsible for executive-level district communications with staff and the community, and community partners such as the City of Marysville, The Tulalip Tribes, and civic leaders and identify areas for collaboration. The position will strive to build relationships within the district and community while maintaining a student-centered focus, through an equity lens and in collaboration with other district leaders.

Minimum Qualifications:

- AA or BA in Business Administration or a minimum of 5 years of progressively-responsible office experience or an equivalent combination of education and experience (in a K-12 educational system preferred)
- Lead, management or supervisory experience required
- Proficiency using PC computer and experience with Microsoft Office software, WESPaC, Substitute Online, and Gmail
- Budget experience (in a K-12 educational system preferred)
- Valid Washington State driver's license or evidence of mobility
- High School diploma or equivalent (documentation required at time of application)
- Experience and/or training with cultural, ethnic, and language diversity preferred
- Successful Washington State Patrol and Federal Bureau of Investigation Fingerprint Clearance
- Proof of Immunization (if born 1/1/57 or later)
- I-9 Employment Eligibility in compliance with the Immigrations Reform and Control Act
- Completion of all district-required training within thirty (30) calendar days from hire date

Essential Job Functions:

This list of essential job functions is not exhaustive and may be supplemented as necessary. Depending upon individual assignment, the employee may perform all or a combination of several of the following duties:

- Act as liaison between the Superintendent and the District Executive Team, District Leadership Team, Board of Directors, and others in the District, engaging in dialogue to ensure that the District's strategies, goals, mission and vision reflect the needs of students and staff, the schools and community
- Collaborate with colleagues within the organization to implement strategies and initiatives identified from community engagement results
- Enhance district-level communication with principals and staff in coordination with the Communications Specialist
- Develop and implement strategy for utilizing a wide array of partnerships with community-based organizations, business partners, corporations, governmental agencies and cultural institutions to further the work of the District and its schools for improving outcomes for students and families
- Work with the Superintendent to coordinate activities, meetings, events with district partners to ensure positive interactions
- Oversight, management and coordination of communication of district initiatives to ensure they are carried out in a timely and professional way
- Use time, skills, knowledge and enthusiasm to promote the areas of strength in the district and community, and find ways to positively impact individuals, organizations and issues to contribute to the common good
- Serve as the EXPO coordinator in accordance with contract with Everett Community College and with the district's Career and Technical Education office

- Coordination of reporting and relationship building with the Tulalip Tribes. Revision of agreements and oversight of agreements to include work performed and invoicing and the creation of a work plan to ensure obligations are carried out.
- In the event of an emergency or crisis, work directly with the Superintendent using the district emergency protocol to notify executive level staff and work directly with the Director of Safety and Security and the Communications Specialist to ensure that timely and appropriate information is provided and followed through
- Work directly with the Superintendent and the Communications Specialist to develop a comprehensive annual communications plan that aligns with district goals and strategic directions
- Oversight of the day-to-day operations of the Superintendent's office staff to ensure that parents, staff, and the public are greeted and assisted in a positive and efficient manner
- Work with district-level departments to bolster communications. For example; work with AVID coordinator to enhance communications around AVID, College and Career office for Naviance and career and technical education opportunities for students, and all other departments where the connection between district to staff and district to families occurs, such as Truancy, Title I/Categorical Programs and Equity, Diversity and Indigenous Education
- Work with Human Resources Director and other staff to provide training in public relations and communications to improve professionalism in school offices
- Work with Schools' Executive Director / Directors to develop and support school-based family outreach strategies to improve relationships with students and families
- Work with school administrators and district personnel to resolve parent concerns
- Cultivate relationships with community leaders and neighborhoods of District schools
- Coordination of training and support for school administrators and clerical staff around SchoolMessenger, Apptegy (Thrillshare), (all appropriate platforms for communications) in conjunction with the community relations/communications coordinator to enhance stakeholder communication at all sites
- Answer a wide variety of telephone and in-person inquiries; provide information/screen/direct calls and inquiries as appropriate on various district policies and procedures, events and schedules, and trouble shoot potential problems
- Work directly with the Superintendent to prepare the annual Board of Directors calendar including Executive Leadership Team members where appropriate
- Coordinate the development of the agenda with the Executive Assistant for the Board of Directors meetings
- Review the Executive Leadership Team meeting agendas with the Superintendent to ensure all decisions made and actions taken are carried out in an appropriate manner
- Assist the Superintendent with the development of Director meeting agendas
- Respond to parents, staff, and community member needs prior to reaching the level of the Superintendent to include relationship building, problem-solving, and follow through to resolve issues where needed
- Compose and prepare executive level correspondence for the Superintendent as needed
- Collaborate closely with the District's policy committee to revise or create appropriate policy and procedure in accordance with state and federal and in consultation with the Superintendent and executive leadership staff as appropriate
- Support efforts of the policy committee to identify new and emerging policy trends, align with district priorities and needs, and better engage stakeholders in policy and advocacy work
- Monitor the flow of written communications from the Superintendent's office; establish work priorities and assigns work; evaluate clerical staff
- Act as the District Claims Agent to sign for claims / legal documents presented to the district
- Act as the District's Public Records Coordinator, accepting and processing formal Requests for Public Records
- Use of computers and related technology
- Maintain consistent presence at assigned worksite and regular work hours
- Professionally interact with staff, students and families, community members and partners
- Comply with all district policies and procedures
- Perform related duties as assigned

Desired Skills:

- Passion for improving education and a belief that all students can reach high levels of achievement with support from caring adults, including parents and the community
- Deep understanding of community context
- Outstanding organizational skills, attention to detail and ability to work under pressure and manage projects with a high degree of accuracy and limited direction

- Excellent verbal and written skills; able to communicate complex ideas simply and succinctly
- Superb management and interpersonal skills and the ability to work collaboratively with school leaders, families, community members and others
- Strong belief in the District's key mission, approach and core values
- Reflective, life-long learner
- Knowledge of proper English grammar, spelling and usage
- Knowledge of business math
- Knowledge of effective office operations and procedures
- Knowledge of alpha-numeric filing systems
- Knowledge of specific program requirements and terminology
- Knowledge of spreadsheet packages and database tracking tools
- Knowledge of written and graphic communications
- Ability to adapt to shifting priorities and to frequently re-channel work efforts
- Ability to keep accurate records and perform detailed work in reference to preparation, computation of data and analyzing information both verbally and in written form
- Ability to establish and maintain effective and professional working relationships with students, parents, staff and the public
- Ability to work independently, including prioritizing work assignments and meet multiple deadlines on a continuing basis in conjunction with daily workload
- Ability to research and write policies and procedures
- Ability to provide lead direction to staff, including assigning and reviewing work
- Ability to establish and maintain effective working relationships with a variety of people
- Ability to communicate effectively, both orally and in writing
- Ability to maintain strict confidentiality
- Ability to provide effective customer service
- Ability to discern appropriate responses and alternatives and apply judgment within established parameters
- Ability to compose and format correspondence and reports
- Ability to take, transcribe, edit and finalize minutes of meetings
- Ability to proficiently read, write and perform accurate arithmetic calculations
- Ability to defuse difficult situations
- Ability to operate a variety of office equipment and machines
- Ability to read and explain rules, regulations, procedures and contracts
- Ability to use program-specific software packages
- Ability to use effective problem-solving judgment
- Ability to provide excellent writing skills
- Ability to type 60 words per minutes
- Ability to lift objects weighing up to 40 pounds

Work Environment:

The work environment characteristics described are representative of those an employee encounters while performing the essential functions of this job. This is an office job. The employee is confined to a work area; required to have precise control of fingers and hand movements; experiences constant interruptions and inflexible deadlines; must be able to work at a computer monitor for prolonged periods; and must be able to crouch, crawl, bend, kneel, and lift/move objects such as files, boxes, etc. The employee is required to deal with distraught and/or angry persons and is exposed to infectious diseases carried by children. The noise level in the work environment is acceptable to this particular environment and can vary depending upon daily activity but will remain within acceptable ranges.

Evaluation:

This position shall be evaluated periodically by the Superintendent pursuant to the currently established district procedures and evaluation criteria. The process shall include an evaluation of the employee's performance of the above essential job functions.

Classification History:

Job description developed June 2018.

Job description revised December 2018.