

SALEM-KEIZER PUBLIC SCHOOLS JOB DESCRIPTION

09/20	<u>COMMUNITY ENGAGEMENT SPECIALIST</u>	2.8.30
Effective Date	Job Title	Index

POSITION SUMMARY

The Community Engagement Specialist is a pivotal position for the mission of Salem-Keizer Public Schools, and acts as the district's community liaison responsible for engaging a variety of stakeholders (district customers). These stakeholders can consist of advisory groups, community advocates and associated groups, affinity groups, student groups/task forces, staff, administrators, community partners and service providers, city and county staff, faith groups, and other community stakeholders. The position will facilitate building and maintaining relationships, identify issues for the Director to take to District Leadership for central messaging and engage groups or entities in solutions-based processes.

This position will work in close conjunction with the staff of the Community Relations and Communications Department and the Office of Student Equity, Access and Advancement to ensure consistent messaging throughout the district with a focus on the community being seen and heard with a priority on inclusion and anti-racist disposition and actions. This position is directly responsible for regular engagement with the appointed liaisons of community advisory and advocacy groups.

This position is expected to provide a level of expertise, guidance, and consultation for the department in community relationships, partnerships and organization. The Community Engagement Specialist may provide guidance for or lead other district staff, including staff from within Communications or from other departments, in communications and partnership initiatives.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from Director of Community Relations and Communications. Methods of performing tasks are usually left to the judgment of the employee with a supervisor giving occasional instructions, advice, and decisions. Work is reviewed occasionally while in progress and upon completion. May lead teamwork of communications coordinators and/or communications assistants to ensure fulfillment of deliverables.

ESSENTIAL FUNCTIONS OF THE JOB - May include, but are not limited to, the following:

Assist Director with proactive outreach to all community and advocacy groups including students, parents, caregivers, staff, advocates, and established community organizations and groups

Member of Communications team with leadership responsibilities integrated across projects

Leading work of team of communications coordinators/assistants to ensure fulfillment of deliverables, as applicable for projects or initiatives

Cohesive strategist across the district

Centering community for the district with coherent messages and engagement of all so people feel seen and heard

Will design and develop systems and approaches to achieve this (similar to SIA Task Force work)

Works closely with Office of Student Equity, Access, and Advancement

Oversee *The Family Stop!* (a new program for supporting parents/families/students)

Outreach and Marketing

Build strong and trusting relationships with community advocacy groups, faith-based groups, and district advisory groups

Provide on-going information, referrals, linkages, and advocacy for all other identified need.

Creatively use and develop community and district resources to build bridges between groups and the district

Provide a high-quality customer service environment for all community stakeholders, district staff and other collaborators

Participate in staff meetings and training as assigned by the Director

Maintain documentation standards as set forth by the program contract to successfully document the progress of our community engagement efforts

Ensure that all community engagement data is accurately entered into the required documentation system

Responsible for monitoring community engagement outcomes and informing program director of any needs or changes that may be necessary

Operate as the primary contact person for all community engagement matters and keeping the supervisor informed of requests. This includes program monitoring by funders, responding to specific program inquiries from management and other community stakeholders

Maintain and execute confidential information according to FERPA standards

Data Analysis for Monitoring Improvement

The Community Engagement Specialist will identify and utilize tools designed to improve the relationship between the district and the community. They will collaborate closely with cross-functional teams. They may also analyze data to determine which audience engagement techniques are succeeding and which ones need to be revamped.

Program Outreach: Facilitating Relationships and Making Connections

The Community Engagement Specialist is responsible for bringing two target audiences together to facilitate a better relationship between the two. The Community Engagement Specialist must work to understand the unique perspective of the target audience, and their wants, needs, and priorities, in order to improve their interaction with the district. The role typically requires the development of an engagement plan that could include activities designed to build these relationships. The role may also require service delivery, and budget or project management. They may spend time educating a target population or coordinate activities to reach this target audience.

Educate, network, and represent district policies and programs to community groups, district employee groups, local agencies, coalitions, community stakeholders, faith communities, chambers of commerce, business improvement districts, neighborhood councils, law enforcement, city and county government, residents, etc.

Serve on various community advisory groups to facilitate connection and coherence between various groups

Present in front of groups of diverse stakeholders, and tailor presentations to diverse audiences to ensure presentation content is appropriate and reaches audience

Perform other duties as assigned

MINIMUM QUALIFICATIONS

Skills and Knowledge of:

Strong computer skills including command of Word, Excel, PowerPoint, AV experience, and any other database software(s) used to track work outputs

Excellent verbal and written communication skills

Strong organizational, planning, and time management skills

Excellent interpersonal skills and leadership skills with a hands-on, lead-by-example work style

Strong public speaking and presentation skills

Knowledge of community resources

Must possess a high level of tolerance and understanding for individuals who present for services with urgent multiple case management and health needs

Ability to:

Work in a variety of settings with culturally-diverse persons and communities with the ability to be culturally sensitive and appropriate

Effectively resolve and cope with immediate conflict and/or crisis situations

Highly motivated self-starter with the ability to coordinate multiple projects/tasks simultaneously in a high-pressure environment

Facilitate meetings with key community stakeholders and other service providers

Work independently and within a team environment and exercise mature judgment

Maintain regular, consistent, and punctual attendance

Establish and maintain effective working relationships, including establishing and maintaining relationships as a peer leader

Manage multiple projects and priorities

Communicate clearly and concisely, both orally and in writing

Experience and Training

Any combination of experience and training that would provide the required knowledge and abilities is appropriate. A representative way to obtain the knowledge and abilities would be:

Experience:

Two (2) to four (4) years of experience in community engagement and organizing

Experience working with city and county staff, elected officials, faith communities, landlords and other community stakeholders

Experience facilitating meetings and discussions about homelessness with diverse groups, and ability/comfort presenting to large groups of people

Training and Certification:

Equivalent to a Bachelor's degree from an accredited college or university with major course work in a relevant field of study

Valid OR Driver's License and reliable transportation

Bilingual/Bicultural candidate preferred

Work Environment and Schedule:

Climate controlled office settings and exposure to low noise intensity levels.

High level of contact with district personnel and outside agencies/community.

Flexible work schedule to include some evenings and/or weekends as needed

Physical Requirements:

Frequent reaching, handling, talking and hearing. Mobility to work in a typical office setting and use standard office equipment, stamina to remain seated and maintain concentration for an extended period. Hearing and speech to communicate in person or over the telephone. Vision: Frequent near acuity; occasional far acuity. Vision to read printed materials, computer screens and/or other monitoring devices.

Strength: Sedentary/Light – Exert force to 15 pounds occasionally or a negligible amount of force frequently to lift, carry, push, pull or move objects.

Salem-Keizer School District is an equal opportunity employer.