

COSHOCTON CITY SCHOOL DISTRICT
JOB DESCRIPTION

Title: Director of Engagement

File 118

Reports to: Superintendent

Job Objectives: Administers all engagement programs for parents and families, community, and staff. Responsible for improving relationships between students, parents, community and civic organizations while increasing the number of opportunities for services to our constituents. Promotes the importance of parent and community involvement in the educational process; provides information on services available to eligible students and families; conveys information regarding school and/or district activities and procedures; and refers families to other agencies. Promotes an effective learning environment. Encourages program innovations. Coordinates marketing, communications, and media relations.

Minimum Qualifications:

- Valid Ohio license or certificate appropriate for the assignment.
- Meets all mandated health requirements (e.g., a negative tuberculosis test, etc.).
- A record free of criminal violations that would prohibit public school employment.
- Complies with drug-free workplace rules and board policies.
- Willing to learn how to use new technology equipment/software that supports job functions.
- Ability to organize school events and promote community involvement.
- Ability to organize community support for school initiatives.

Essential Functions:

The following are typical work responsibilities. (These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.) A reasonable accommodation may be made to enable a qualified individual with a disability to perform essential functions.

- Plans, organizes, aligns and supervises the work of parent/family engagement at the district level to assist schools to increase parent/family engagement and improve student achievement.
- Identifies specific parent/family engagement practices and programs to increase the level and frequency of parent/family engagement.
- Identifies and ensures coordinated implementation of training for schools, parents and community members on the effective family engagement and community partnership strategies.
- Creates systems within the district that improve communication and resource sharing between schools and district departments related to family engagement.
- Makes presentations to parents and community groups on engagement practices/strategies/activities and other topics as needed.
- Coordinates and develops regional and community partnerships to support family engagement and vital district initiatives, including the CCS Portrait of a Learner.
- Keeps abreast of innovative trends in curriculum and instructional delivery, student success, educational research, school improvement and family engagement.

- Ensures data is collected and appropriately reported regarding family engagement activities.
- Provides leadership as directed to district-wide projects that result in improved service delivery to students and families.
- Serves on district and community committees as assigned, including Family & Children First Council, Business Advisory Council, Coshocton Homeless Coalition, and Homeless Children and Youth Network. Also, attends relevant professional development related to these, and similar, groups.
- Coordinates and plans for staff engagement to address staff wellness and trauma-informed care.
- Supervises the McKinney-Vento Homeless Program and serves as the Homeless Liaison.
- Develops, manages, implements and evaluates a communications strategic plan in a manner consistent with the district's strategic initiatives.
- Communicates programs and initiatives to the community, and executes a program of action to deepen the community trust and partnership.
- Works in cooperation with district leadership in the planning, preparing, formatting, publishing and dissemination of district reports and other communications (e.g. district newsletters, annual reports, website, networking, mailings).
- Defines and delivers communication activities to engage the community and generate support for district efforts such as levies and bond issues.
- Identifies and informs community leaders about district work. Establishes and routinely updates a Key Communicators network.
- Targets outreach to actively engage with diverse populations and underserved groups throughout the community.
- Works collaboratively with the Director of Curriculum and Learning to generate publicity for before and after school programs, and to organize and coordinate relationships and activities with families.
- Creates positive relationships with teachers and administrators.
- Communicates effectively with all members of the school district and community.
- Reacts to change productively and handle other tasks as assigned.
- Supports the value of an education.
- Ability to support district initiatives.
- Provide encouragement and emotional support to teachers.
- Encourage ongoing professional growth for all teachers.
- Manage time and schedule flexibility.
- Work positively toward meeting identified district and building improvement goals.
- Develop and maintain a confidential, collegial relationship with teachers and administrators.
- Perform related work duties and special projects as assigned by the Superintendent.

**Abilities
Required:**

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

- Articulates a clear vision and provides leadership to advance the change process.
- Demonstrates professionalism and contributes to a positive work environment.
- Organizes tasks and manages time effectively.
- Skillfully manages individual, group and organizational interactions.
- Effectively uses listening, observation, reading, verbal, nonverbal, and writing skills.
- Averts problem situations and intervenes to resolve conflicts.
- Interprets information accurately and initiates effective responses.
- Exhibits consistency, resourcefulness, and resilience.
- Exercises tact and self-control when dealing with other individuals.
- Prepares accurate and timely paperwork. Verifies and correctly enters data.
- Maintains an acceptable attendance record and is punctual.
- Accepts personal responsibility for decisions and conduct.

Supervisory

Responsibility: Under the direction of the superintendent: directs, supervises, and evaluates staff as authorized by board policy, administrative regulations, and contractual agreements. Assumes responsibility for the results of duties delegated to staff.

Working

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

- Duties may require bending, crouching, kneeling, reaching, and standing.
- Duties may require lifting, carrying, and moving work-related supplies/equipment.
- Duties may require operating and/or riding in a vehicle.
- Duties may require traveling to meetings and work assignments.
- Duties may require prolonged use of a computer keyboard and monitor.
- Duties may require working under time constraints to meet deadlines.
- Potential for exposure to adverse weather conditions and temperature extremes.
- Potential for exposure to blood-borne pathogens and communicable diseases.
- Potential for interaction with aggressive, disruptive, and/or unruly individuals.

Performance

Evaluations: Job performance is evaluated according to policy provisions and contractual agreements adopted by the Coshocton City School District Board of Education.

The Coshocton City School District Board of Education is an equal opportunity employer. This job description identifies general responsibilities and is not intended to be a complete list of all duties performed. This document is subject to change in response to student demographics, staffing factors, funding variables, modified operating procedures, and other unforeseen events.