



Director of Parental Engagement Job Description

Position Title: Director of Parental Engagement

Reports to: Chief Operating Officer

FLSA Status: Exempt

Work Schedule: Full-time

Approved: March 2023

About Every Kid Counts Oklahoma (EKCO)

EKCO is uniquely positioned to effect change in the Oklahoma education system by encouraging partnerships with existing education-centered organizations across the state and providing a platform for leaders to have their voices heard for education reform in Oklahoma.

Job Description

The Director of Parental Engagement will be responsible for development of a comprehensive strategy and implementation of all family and community engagement initiatives on behalf of EKCO. The Director of Parental Engagement will promote the importance of parent and community involvement in the education process; provide information on services available to eligible students and families; convey information regarding school and/or district activities and procedures; and assist families as needed. The Director of Parental Engagement will work closely with the Director of Parent Services to ensure that parents receiving services for their children also learn to advocate for them.

Primary Job Responsibilities

- Develops both short-(annual) and long-term engagement goals and works with direct reports to create plans and strategies that marshal resources toward achieving stated goals including: at least 3 regional meetings of parents in each of the 5 Congressional districts.
- Manages an active parent engagement and advocacy program and staff and ensures important information and communications are provided to parents and families
- Effectively manages projects and resources and directs program improvement to accomplish projects and tasks
- Responds to parent outreach in a timely, helpful, and appropriate fashion
- Reports all outreach efforts on a monthly basis to the Chief Operating Officer and Executive Director, and quarterly to the EKCO Board of Directors
- Represents EKCO at education focused events, which may include nights and weekends
- Collaborates with and serves as a resource to schools, educational organizations, and other non-profits

- Responsible for, along with Director of Parent Services, managing contact information for parents in EKCO's CRM
- Assists the Director of Communications in securing parents to share their educational experiences through LTEs, OPEDs, videos, social media, and other formats
- Other duties as assigned

Key Abilities and Requirements

- Bachelor's degree from an accredited university, preferably in education, policy, or management
- Three to five years of successful management experience in education, nonprofit, political, or government environment
- Experience leading in a fast-paced, entrepreneurial environment; adaptable when managing multiple, shifting priorities; ease at managing competing demands and determining priorities independently
- Outstanding organizational and time management skills
- Excellent verbal and written communications skills
- Travel will occasionally be required - across Oklahoma for meetings or nationally for conferences and events. A valid driver's license and auto insurance is required

Preferred Skills and Abilities

- Experience running a political or nonprofit grassroots effort that drives people to take specific action
- Management of a team of both full-time, part-time, and contracted employees
- Prior accountability for specific KPIs and metrics to meet goals
- Work with parents in an education setting or for an education-related nonprofit

Salary and Benefits

Salary for this position is competitive and depends on prior experience. In addition, a comprehensive benefits package is included.

Work Environment

The EKCO main office is located in Oklahoma City at 309 NW 13th Street in a two-story structure with no elevator. Accommodations will be made for meetings on the first floor if needed. Some locations visited during the course of executing job duties may not be wheelchair accessible and some time may be spent participating in outside activities.

Physical Demands

While performing the duties of this job, the employee is regularly required to sit and use hands to finger, handle, or feel, such as keyboarding and writing. The employee frequently is required to reach with hands and arms and talk and hear. Must have visual acuity to read and draft reports, memos, letters, etc. Specific vision abilities required by this job include vision adequate for the incumbent to perform the responsibilities and functions of the job efficiently. Must be able to walk, climb stairs, kneel, crouch, crawl, and lift arms and hands above shoulder level. Must be able to lift and carry items up to 25 pounds occasionally. Must be able to manually

operate and use a computer. Must be able to clearly hear and understand telephone conversations. Must be able to speak and communicate clearly.

The qualifications, physical demands and work environment described herein are representative of those an employee will encounter and must meet to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities.

Equal Opportunity Employer

To provide equal employment and advancement opportunities to all individuals, employment decisions at EKCO will be based on merit, qualifications and abilities. EKCO does not discriminate in hiring, promotion, or any other aspect of your employment on the basis of race, color, religion, gender, age, national origin, physical or mental disability, marital status, sexual orientation, or any other characteristic protected by law.

This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.