



## Position Description

### Chief Outreach Officer for Family & Community Engagement

Salary Level: **Based on Act 93 Agreement**

Contract/Benefits: **Based on Act 93 Agreement**

Department or Area: **Office of Family & Community Partnerships**

Reports To: **Superintendent**

Prepared Date: **July 28, 2025**

Prepared by: **Dr. Ramona Hollie-Major, Director of Talent Management and Recruitment**

Approved by: **Dr. Carol D. Birks, Superintendent and CEO**

### ***Qualifications:***

- Bachelors Degree from accredited college or university.
- Masters degree with a major in education leadership, communication, public policy, social work, or a related field. Doctorate preferred.
- Five (5) years or more of progressive experience in education, community organizing, and/or social service, preferably in an urban setting. Supervisory experience preferred.
- Proven track record building positive relationships with families and community.
- Experience in community capacity building and organizational collaboration
- Exceptional interpersonal skills and strong verbal and written communication skills
- Ability to collect and analyze data to drive improvement.
- Bilingual in Spanish (Preferred).
- Such additional modifications or alternatives to the above qualifications as the board or Superintendent may determine appropriate and acceptable.

Note: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### ***Summary***

Under the direction of the Deputy Superintendent, the Chief Outreach Officer for Family & Community Engagement is responsible for advancing the district's vision, mission, and goals. The Chief Outreach Officer for Family & Community Engagement improves academic achievement for all students through partnerships and innovative programs. The Chief Outreach Officer for Family & Community Engagement is responsible for strategic partnerships, district events, and all aspects of the organization's outreach work. The Chief Outreach Officer for Family & Community Engagement will have a laser focus on accelerating equity and organizational excellence by achievement of the overarching priorities of the Allentown School District:

- **OPERATIONAL EFFECTIVENESS:** Ensure that resources and initiatives minimize/eliminate redundancies intensify focus on priorities supporting excellent teaching and learning.
- **TEACHING & LEARNING:** Guarantee that students are provided rigorous instruction and the skills, knowledge, voice, and social-emotional support they need to succeed and thrive in and beyond school.

- **FAMILY & COMMUNITY ENGAGEMENT:** Co-create trusting partnerships that recognize and promote families' and community's contributions to student learning.
- **SYSTEMIC ACCOUNTABILITY:** Data-driven continuous improvement processes and practices with clear metrics and performance indicators that report on progress toward improved operational effectiveness, teaching and learning, and student outcomes.

### ***Essential Duties and Responsibilities***

- Supports the Allentown School District's strategic planning process
- Develops alliances with community partners and elected officials to promote the success and opportunities for the school district
- Assists the Superintendent and/or the Deputy Superintendent in communicating with constituents
- Creates and implements annual outreach plan
- Guides the development and execution of a framework to ensure that every school is a community school
- Works with the Office of Communications and staff to develop marketing plans to recruit new volunteers and partners in line with district objectives
- Attends relevant community meetings; participates in relevant councils, roundtables, and committees
- Monitors outreach and community support involvement
- Assists the Superintendent and the Deputy Superintendent in communicating with parents, community members, and organizations
- Studies school data and School Improvement Plans and assists with improving schools by building on each school's strengths
- Provides assistance to schools based on the priority of needs identified in the Model of Excellence Plan
- Builds partnerships with community organizations to connect schools with appropriate services
- Connects schools to network for best practices that support the turnaround principal
- Develops and oversees youth development and leadership initiatives that support district and school priorities
- Oversees the implementation of School Governance Councils (SGC) and Parent-Teacher Organizations (PTO) at all school sites and works collaboratively with these committees to support school and district priorities
- Works with ASD staff (principals and central office) to plan and implement innovative partnerships and best practices in alignment with school design specifications and improvement plans
- Supports direct reports and their teams with strategy development, goal setting, fund raising, and policy engagement activities
- Creates and facilitates the school design partnership audit process to evaluate the effectiveness of the Allentown Public Schools' partnerships
- Works with the Superintendent of Schools and the Deputy Superintendent in advancing their district goals and major public policy issues
- Creates a comprehensive program/resources gap analysis and tracks programs and contributions to better coordinate efforts for increasing the capacity of schools
- Oversees the district's collaborations with community-based organizations, including but not limited to, after school programming, youth empowerment with community partnerships, and other school supports
- Oversees events which celebrate and publicize student, staff, and district successes
- Works with the Office of Talent Management in the development and support of employee

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- appreciation programs
  - Serves as a clearinghouse for matching donations and school/program needs
  - Provides support and informs school leaders on the role partners can play in improving academic achievement
  - Supports development functions, including research, prospecting, and grant writing in support of district initiatives
  - Develops and implements strategies to educate and inform the community about successes within Allentown Public Schools
  - Serves as a spokesperson for the Allentown Public Schools as directed by the Superintendent •
  - Develops and write speeches and presentations as needed
  - Creates a culture of engagement and expectations with principals and other administrators • Collaborates and/or leads the development and implementation of proactive diversity, equity, and inclusion initiatives, which will support the district's strategic plan
  - Performs other duties as directed by the Superintendent and/or the Deputy Superintendent

### ***Supervisory Responsibilities:***

Directly supervises the office of family and community partnerships to include interviewing, hiring, and training employees; planning and coordinating work responsibilities; appraising performance; rewarding and disciplining staff; addressing complaints, and resolving problems. Carries out supervisory responsibilities in accordance with the district's policies and applicable laws.

### ***Competencies:***

To perform the job successfully, an individual should demonstrate the following competencies:

#### ***Interpersonal Skills***

Builds and maintains strong relationships. Works successfully alone or in a team. Coaches, coordinates, and leads teams. Strong verbal and written communication skills. Tailors' message for the audience, context and mode of communication. Actively listens to others and effectively interprets others' motivations and perceptions. Builds consensus and resolves conflicts; exhibits willingness to have difficult conversations. Skillfully navigates existing political structures/systems.

#### ***Organizational Skills***

Understands how various systems/departments interact to achieve the long-term goal. Understands systematic continuous improvement processes. Makes decisions using data and technological resources. Takes initiative to solve problems and create stakeholder buy-in. Identifies and prioritizes mission critical issues with alignment of people, time, and resources. Offers innovative solutions to seemingly intractable problems. Exhibits strong focus on goals and results; sets clear metrics for success. Thrives in achievement-oriented and fast-paced environment. Removes barriers or obstacles that make it difficult for principals or Senior Advisory Team to achieve their goals and ensures that leaders have the resources they need to succeed. Demonstrates excellent execution and project management skills, including attention to detail, organizational skills, ability to balance the big picture with detailed steps to reach the end goal, and ability to balance multiple projects under tight deadlines.

### *Personal Competencies*

Motivates, inspires, and moves other adults to action to achieve ambitious goals. Skilled at re-envisioning, building, and managing a team, especially in a time of growth and change; excellent at identifying talent and taking advantage of each person's skills and contribution to team effort • Builds and maintains positive relationships with individuals and groups. Moves groups to consensus and resolves conflicts; exhibits willingness to have difficult conversations • Builds coalitions and works collaboratively with diverse stakeholders at all levels, including but not limited to, district personnel, students, families, communities, and/or advocacy groups. Establishes clear expectations, deliverables, and deadlines. Sets clear agendas and facilitates effective meetings. Ability to train, supervise, and evaluate staff from different cultural backgrounds and skill sets.

### *Physical Demands*

The physical demands described here are representative of those that must be met by an administrator to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

While performing the duties of this job, the administrator is regularly required to talk or hear. The administrator is frequently required to walk, climb stairs, bend, and lift. The administrator is required to use hands to fingers or handle documents, telephone, etc. The administrator is occasionally required to stand; sit and reach with hands and arms. Specific vision abilities required by this job include close vision, distance vision, and ability to adjust focus.

### *Evaluation*

The person filling this position will be evaluated according to the administrative evaluation procedure adopted by the Allentown School District.

Reviewed and read by: \_\_\_\_\_  
*Individual serving in this position*

Date: \_\_\_\_\_