CLEVELAND
INDEPENDENT SCHOOL DISTRICT
Job Description

1901 E. HOUSTON STREET | CLEVELAND, TEXAS 77327 | WWW.CLEVELANDISD.ORG | 281.592.8717

TITLE:	**Family Engagement and Communications Specialist**	**STATUS:**	**Non-Exempt (At-Will)**
REPORTS TO:	**Executive Director of Communications**	**TERMS:**	**200 Days**
DEPARTMENT:	**Communications**	**PAY GRADE:**	**CL4**

PRIMARY FUNCTION

Support the district's communication strategies and branding efforts while assisting with family and community engagement for Emergent Bilingual (EB) students. Approximately 80% of responsibilities focus on communications including digital content, media coordination, publications, and event promotion. The remaining 20% supports Title III parent and family engagement by assisting with planning and documenting district-wide events, fostering connections with families, and promoting partnerships that strengthen school and community collaboration.

QUALIFICATIONS

Education/Certification:
High school diploma or GED required, Bachelor's degree in communications, journalism, or related field preferred

Special Knowledge/Skills:

- Strong written and oral communication skills
- Ability to develop positive, collaborative relationships with staff, parents, students, and community partners
- Exceptional organizational skills and attention to detail
- Proficiency in Microsoft Office, Google Suite, Adobe Creative Suite, and other relevant software applications
- Experience managing social media platforms and digital content
- Ability to work independently and collaboratively in a fast-paced environment
- Bilingual (English/Spanish) preferred

Experience:

- Two years of clerical or communications-related experience (educational setting preferred)
- Experience in journalism, public relations, or school communications strongly preferred

EVALUATION

Performance will be evaluated annually in accordance with provision of the Board's policy on evaluation of personnel.

ESSENTIAL JOB FUNCTIONS:

Clerical Communications Support (80%)

- Provide clerical and administrative support for the Communications Department, including scheduling, filing, and record keeping
- Assist in drafting, editing, and distributing newsletters, flyers, and routine district communications
- Maintain and update content on district websites and social media under direction of the Communications team
- Serve as support staff for photography and video requests, including scheduling, filing, and organizing digital media
- Assist in the preparation of presentations, reports, and correspondence for district leaders
- Maintain communication logs, databases, and media contact lists
- Provide clerical assistance during district events including preparation of sign-in sheets, packets, and materials
- Answer phones, route inquiries, and provide customer service to staff, parents, and community members

Clerical Family and Community Engagement Support (20%)

- Provide clerical support for Title III family engagement events including preparing agendas, sign-in sheets, evaluations, and follow-up documentation
- Assist with scheduling and coordinating district-wide parent and family workshops or meetings
- Support data entry and organization of records required for federal and state reporting related to Emergent Bilingual families
- Assist in the creation and distribution of flyers and invitations for parent events
- Maintain contact lists for parents, families, and community partners involved in engagement activities
- Provide customer service and clerical support during family engagement activities and events
- Adhere to professional and ethical standards, in accordance with generally accepted community standards and the Texas Education Agency Code of Ethics.
- Develop needed professional skills appropriate to job performance.
- Maintain confidentiality.
- Reliable attendance and punctuality.
- Follow district safety protocols and emergency procedures.
- Participate in staff development activities to improve job-related skills.
- Attend and participate in staff meetings and serve on staff committees as required.
- Comply with policies established by federal and state law, State Board of Education rule, and local board policy.
- Perform other duties as assigned by supervisor and the Superintendent of Schools.

WORK ENVIRONMENT

Mental Demands/Physical Demands/Environmental Factors:

Tools/Equipment Used: Standard office equipment including personal computer and peripherals
Posture: Prolonged sitting; occasional bending/stooping, pushing/pulling, and twisting
Motion: Repetitive hand motions, frequent keyboarding and use of mouse; occasional reaching
Lifting: Occasional light lifting and carrying (less than 25 pounds)
Mental Demands: Work with frequent interruptions; maintain emotional control under stress
Environment: Indoors including but not limited to: classroom, cafeteria, library, or other campus location. Outdoors (exposure to sun, heat, cold, and inclement weather). Exposure to noise. May work prolonged or irregular hours. A remote location in the event of a declared emergency, temporary closure, or closure. Personal Protective Equipment may be required.

The above statements are intended to describe major job functions of this position and are not intended to represent an exhaustive list of all responsibilities, duties, and skills required. The Superintendent or designee may assign additional duties when deemed appropriate.

Special Funding: If my position is funded by grants, federal funding, or other special funding, I understand that my employment is expressly conditioned on the availability of full funding for the position. If full funding becomes unavailable my employment is subject to termination or non-renewal, as applicable.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed to the job description are representative of the knowledge, skills, ability, and physical demands required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

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Employee Signature Date