

Pflugerville Independent School District - Job Description

Job Title/Position:	Coordinator, Parent & Family Engagement	Department/School:	Community Relations
Pay Information:	Organizational Leadership Compensation Plan	Supervised By:	Assistant Director of Communications
FLSA:	Exempt	Date Revised:	August 2025

Primary Purpose:

Enhance two-way communication and engagement between schools and families using modern digital platforms. This grant-funded position will develop, produce, and distribute engaging multimedia content, including podcasts, videos, livestreams, and other digital formats, to inform and connect families in ways that transcend traditional outreach strategies. The goal is to increase equitable access to school information and educational resources while fostering family involvement in student success.

Qualifications (Education/Certification/Experience):

Bachelor's degree in communications, media, educational technology, or a related field. Experience in multimedia production, family/community engagement, or educational outreach. Strong technical skills in video/audio editing tools (e.g., Adobe Premiere, Audacity, Canva, GarageBand). Demonstrated ability to build relationships and communicate effectively across diverse populations.

Major Responsibilities:

1. Design and implement a multimedia communication strategy to enhance family engagement using podcasts, videos, blogs, and other digital content aligned with district goals.
2. Develop content that educates families on academic programs, digital tools, social-emotional learning, and school initiatives.
3. Work with campus and department staff to spotlight family stories, student success, and campus events through creative and accessible formats.
4. Utilize video/audio recording, editing software, and web publishing platforms to produce high-quality, inclusive content.
5. Research and recommend emerging technologies and digital engagement tools that can enhance outreach to diverse family communities.
6. Monitor analytics on family engagement across digital platforms to evaluate impact and inform improvements.
7. Provide technical support and basic training to school staff in using digital tools (podcasting, video sharing, etc.) to promote family involvement.
8. Collaborate with the Technology and Communications departments to ensure accessibility and alignment with district platforms and policies.
9. Ensure that all activities meet Title IV, Part A requirements by focusing on:
10. Supporting effective use of technology for academic engagement;
11. Promoting innovative strategies to improve parent involvement;
12. Enhancing the digital literacy of students and families;
13. Track and report program outcomes and engagement data in alignment with grant reporting obligations.
14. Maintain confidentiality of student, parent and employee personal information.
15. Follow the Educators Code of Ethics & all district policies, procedures, laws and State/Federal regulations.
16. Perform other duties as assigned.

Special Knowledge/Skills:

- Experience with video production, editing software (e.g., Adobe Premiere, Final Cut Pro, Canva Video), and storytelling
- Knowledge of scope of work and various annual timelines associated within district and campus
- Skill in communicating effectively with others. Experience in public speaking and leading training sessions.
- Proficiency with digital communication tools and platforms, including social media, websites, and newsletters
- Knowledge of family engagement and outreach.
- Skill in working in collaborative team-based environments
- Skill in working with computer tools, including but not limited to, email, internet, word processing and spreadsheets
- Skill in working with and presenting to diverse populations of educators, students, parents and community members
- Bilingual in Spanish or other language spoken by PfISD families.

Supervisory Responsibilities:

Functional supervision of parent liaisons/specialists

Working Conditions (Mental Demands/Physical Demands/Environmental Demands):

Prolonged use of computer; work regularly requires work outside the normal work week; must be able to push, pull, lift, and/or carry at least 20 lbs. Some in-district travel.

The foregoing statements are intended to describe the general nature and level of work being performed by employees assigned to this job title. They are not intended to be construed as an exhaustive list of all responsibilities, duties, knowledge, skills, and abilities required.

Employee's Signature: _____ Date: _____

Employee's Printed Name: _____