

Fort Worth Independent School District  
**Job Description**

<b>Title</b>	<u>Director I - Public Engagement</u>
<b>Building/Campus</b>	#758 Parent & Public Engagement
<b>Duty Days</b>	240
<b>Req #</b>	4432 - 1
<b>Pay Grade</b>	S13
<b>Salary: From</b>	62,400.00
<b>Salary: To</b>	78,000.00
<b>General Summary</b>	Plan, organize, and direct the management and operation of the Public Engagement Department. Establish and manage strong relationships with community-based organizations (CBO's) to provide additional support in meaningful and relevant ways to the District and school in their effort to improve student achievement. Supervise staff.
<b>Job Duties</b>	<ul style="list-style-type: none"> <li>· Develop contacts in the business community, recruit new participants for programs and maintain relationships with district stakeholders.</li> <li>· Develop and monitor strategic plans with activities designed to engage the business community, community organizations, government officials, and community members at large in on-going efforts to improve student achievement.</li> <li>· Solicit financial support for district initiatives, programs and projects.</li> <li>· Assess programs continuously for relevance and effectiveness.</li> <li>· Oversee budget for the department.</li> <li>· Work with principals and administrators to assess needs and develop strategies to encourage local businesses as a resource to meet those needs.</li> <li>· Develop strategic plans to communicate with all district stakeholders.</li> <li>· Work to establish mutually beneficial relationships between businesses, teachers, students, and administrators.</li>   <li>· Provide information to Communications department for media releases to highlight community partners.</li> <li>· Staff the department to ensure efficiency and effectiveness of programs and projects.</li> <li>· Disseminate information on programs, arrange tours, meetings, or functions to inform prospective participants.</li>   <li>· Supervise the maintenance of accurate records of partners and donations.</li> <li>· Participate in on-going professional development to increase level of skills and competency.</li> <li>· Make public speaking appearances as requested.</li> <li>· Remain abreast of current trends that may affect the department.</li> <li>· Perform other job related duties as assigned.</li> </ul>
<b>Job Qualifications</b>	<ul style="list-style-type: none"> <li>· Bachelor's from an accredited college or university in public relations, journalism or related field.</li> <li>· Five plus years of experience in administration including three years public relations, marketing or community relations desired.</li> <li>· Demonstrated experience in: <ul style="list-style-type: none"> <li>· program management, evaluation, program planning, program development, implementation and evaluation.</li> </ul> </li> <li>· staff development training, technical assistance, consultation and evaluation of school administrative, staff, faculty, and students.</li> <li>· budget preparation and control procedures.</li> <li>· Ability to: <ul style="list-style-type: none"> <li>· communicate effectively, both orally and in writing with staff, management and the community in a multiethnic educational environment.</li> <li>· analyze problems, make decisions, and be responsible for those decisions.</li> <li>· work well with all levels of internal management and staff, as well as outside clients and vendors.</li> <li>· exercise discretion regarding matters of sensitive or confidential nature.</li> <li>· operate personal computers and utilize applicable software (Microsoft Office).</li> <li>· conduct group presentations and facilitation.</li> <li>· exercise judgment and creativity in making decisions.</li> <li>· work interactively with practicing teachers and principals.</li> </ul> </li> </ul>

**Application Requirements**

**REQUIREMENTS (if applicable)**

- Applicants must have three letters of recommendation, including one from an immediate supervisor.
- Applicants must provide a portfolio of professional work which provides evidence of skills that are required to perform essential job functions.

Must complete an online application and attach a resume. Appropriate license(s)/certification(s) required if hired. Official transcripts required if hired. All foreign transcripts must be equivocated through an approved agency.

[\(Click here for equivocation list\)](#)

**Additional Job Information**

**PHYSICAL JOB REQUIREMENTS**

**PHYSICAL DEMANDS REFERENCE**

Occasionally (0-33% of day, 0-32 repetitions)  
Frequently (34-66% of day, 33-200 repetitions)  
Constantly (67-100% of day, >200+ repetitions)

**PHYSICAL DEMANDS**

Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects.

**ENVIRONMENTAL CONDITIONS**

Indoors 95%, in controlled environment, 5% outdoors, exposed to weather elements. Hazard: possible exposure to fumes and chemicals in different vocational laboratories.

A detailed list of physical job requirements is available from the Compensation Department.

These statements are intended to describe the general nature and level of work being performed by people assigned to this job. They are not intended to be an exhaustive list of all job responsibilities.