

Family Outreach, Recruitment & Community Coordinator (Bilingual)

Full Job Description

The FRCC is responsible for outreach, community engagement, and implementing an annual student recruitment plan that aligns with our organization's student enrollment goals during a period of rapid expansion. This person will work closely with the school and operations teams to collectively recruit and enroll new students. The RCC will also support student enrollment efforts by providing strategies to the school-based teams on how to execute the enrollment process, partnering with the Marketing & Communications team to create communication materials, and representing the region externally at community events.

To be successful in this role, a RCC brings a track record for designing and implementing successful recruitment and marketing strategies; and experience building and maintaining relationships with community members and partners. A RCC should be comfortable working in an environment that requires you to juggle multiple priorities and competing deadlines, while never losing sight of the overarching goals and desired outcomes.

Key Responsibilities

Community and Family Engagement

- Establishes and maintains cooperative working relationships with prospective families and community members based on trust and respect.
- Facilitates community connections and provides resources for families in need.
- Raises awareness of the school through planning and hosting events and engaging families in conversations about the school's mission and vision.
- Represents the campus at key community events, fairs, festivals, and other community outreach activities that will bolster enrollment.
- Distributes marketing materials to community partners and schedules information meetings at their sites or at accessible venues in the community.
- Coordinates with LADH Parent Organizations. Sets a precedent for active family engagement and community involvement on the school campus.
- Actively seeks out new community partnerships based on the needs and wants of community members.
- Establishes, maintains, and leverages a network within the community in order to support student recruiting efforts.
- Recruits and orients volunteers for the purpose of accomplishing assigned functions.
- Processes documents and materials for the purpose of disseminating information to appropriate parties.
- Works with school leaders, faculty, and staff in planning school-based open houses, enrollment information meetings, and other school-based recruitment events.
- Hosts Open Houses, Fiestas, and any recruitment events on campus and in the community to get the best return of applications.
- Collaborates and communicates regularly with local media to identify and share upcoming school events that help potential families learn more about LADH
- Meets monthly recruitment goals; lead all application data entry efforts.

School-Home Connections

- Ensures that communication between the campus and home is strong, and troubleshoots areas of need as necessary.
- Prepares written materials for the purpose of communicating information to our families, including regular input into newsletters, providing written reference, and documenting activities.

In partnership with the schools

- Coordinates educational opportunities and experiential learning for the purpose of promoting student achievement, student attendance and school-home partnerships.
- Develops programs and/or activities for parents to be involved in with their children for the purpose of promoting successful participation in all phases of school life.
- Ensures confidentiality of family and student documentation, and all information pertaining to students, parents, and staff.
- Works happily with children, young adults, and parents of all backgrounds.

Constant Learning

- Learns, embraces, and adopts LADH cultural practices into professional practice through observation and study of school-wide culture.
- Embraces feedback and constructive criticism in the spirit of constant improvement.
- Actively participates in professional development opportunities.
- Works professionally and proactively with all members of the school team, especially with the school's leadership team.
- Shares and adopts relevant best practices from charter schools across the State.
- Takes on additional roles and responsibilities as assigned.

School Alignment

- Project manages student recruitment and enrollment
- Tracks and analyzes all data regarding student recruitment benchmarks and goals
- Trains, collaborates with, and ensures accountability for school-based staff for recruitment and enrollment activities and procedures.
- Leads meetings with school leaders and/or operations leaders to inform and drive progress
- Holds office hours to support school teams' access throughout recruitment and enrollment windows
- Provides opportunities for teacher and family participation in recruitment events.
- Supports school-based recruitment / cultivation events.

Qualifications

- Bachelor's degree from an accredited institution;
- Job related experience with recruitment-related work preferable in a business, nonprofit, education, community engagement or advocacy organization
- Strong cultural competency skills, including the ability to communicate and work effectively with a diverse population
- Strong planning and project management skills, with an ability to juggle multiple priorities simultaneously

- Excellent interpersonal skills and an energetic attitude; ability to successfully engage, cultivate, and steward relationships with community members and organizational partners effectively and quickly build rapport
- Excellent English and Spanish written and verbal communication skills
- Excellent time management and organizational skills
- Exceptional attention to detail
- Highly-motivated and self-starter / self-directed learner with a “whatever it takes” attitude to work independently and as a team player
- Unquestioned integrity and commitment to the LADH mission and community
- Service-oriented, able to adapt to a changing environment while applying flexibility to work under pressure and remaining calm in the midst of competing demands
- Proficiency in Microsoft Office applications (Word, Excel, PowerPoint, and Outlook) and Google applications (Sheets, Docs, Google Drive), with the ability to quickly learn new technologies
- Must have reliable transportation to travel to and from community events / meetings