



**Families**  
Empowered

## Community Engagement Coordinator (HOU)

### ABOUT FAMILIES EMPOWERED

Families Empowered is a community-based, women- and minority-led non-profit parent service organization that envisions, one day, all families will have access to schools that work, for them. With a leadership team and staff comprised of multiple first-generation college graduates, we deeply understand the importance of empowered parents, and the positive impact they can have on Texas communities. Each year we reach out to tens of thousands of families in Houston, San Antonio, and Austin through in-person events, our bi-lingual call center, text, and social media, and provide them with free personalized support to help them navigate their many great K-12 school options.

### OUR GUIDING PRINCIPLES

**Integrity:** Conduct all affairs with parents, partners, staff, and donors with integrity and transparency. We are scrupulous and brutally honest about performance data, and courageous in sharing "lessons learned" with those who might benefit from our missteps, or help us correct them.

**Value Creation:** Ensure that all our actions focus on creating maximum value for families we serve and are oriented toward empowering others to improve their lives. Hold yourself and others accountable.

**Empathy:** Honor each other and lead with understanding; although we work at scale to solve an urgent problem, we strive for quality, personalized interactions with our customers and each other.

**Humility:** Exemplify humility and intellectual honesty. Constantly seek to understand and constructively deal with reality.

**Optimism:** Face questions and challenges with hopefulness and confidence. Maintain a sense of possibility when serving families and each other.

**Listening:** Seek input from our customers as frequently as possible in order to deepen and broaden our relevancy and impact.

**Collaboration:** Understand that we alone cannot provide everything that families need to access excellent schools; we initiate and maintain strategic partnerships and collaborations with like-minded organizations.

### ROLE OVERVIEW:

The Community Engagement Coordinator is responsible for developing and maintaining strong, meaningful partnerships with community organizations, in support of Families Empowered's vision for reaching the most resource constrained families and deepening its service to those families. Additionally, s/he will maintain and strengthen Families Empowered's existing on-the-ground relationships with schools and districts across Houston.

The Community Engagement Coordinator is a cross-functional collaborative position. The successful candidate will have the ability to incorporate the unique cultural, ethnic, and linguistic backgrounds of families into Families Empowered's planning and marketing. S/he will be responsible for supporting the team's learning on what works – and doesn't work – in developing and building relationships with community partners. S/he reports to the Community Partnerships Director.

### KEY RESPONSIBILITIES AND OUTCOMES:

- Build and maintain a meaningful and long-lasting partnerships with community organizations that result in a significant number of new parents each year receiving services from Families Empowered. By and large, these partnerships will result in direct service to parents who are the resource-constrained in Houston, and who would not have otherwise known they had options.
- Speak on behalf of Families Empowered at community events that provide strong direct service opportunities; plan and execute new service events in collaboration with community partners. Where needed, recruit and manage volunteers for staffing these events. Provide productive leads and referrals to the Communications Team for parent stories in Houston (minimum one per quarter in each market), as well as possible candidates for the organization's Parent Advisory Board.

### ORGANIZATIONAL LEADERSHIP, PERFORMANCE MANAGEMENT, AND KNOWLEDGE SHARING:

- Serve as a passionate and compelling spokesperson for Families Empowered, establishing and cultivating relationships with community leaders throughout educational and professional communities in Houston
- Uphold and model Families Empowered's core values
- Where needed, facilitate communication between local community stakeholders, elected, officials, and civic leaders, school leaders, and funders with respect to the needs and voices of parents.
- Create and maintain database of organizations interested and willing to partner with Families Empowered, as well as demographic information about the kinds of parents those organizations serve. Ensure information about these organizations as well as information about collaborations and meetings are entered into Salesforce.
- Create and maintain an annual calendar for community organizations, events, and speaking opportunities that provide service and recruitment opportunities.

### MINIMUM QUALIFICATIONS:

- Experience working with diverse families in low-income communities.
- Detail-oriented, self-starter with demonstrated ability to work both independently and collaboratively on a cross-functional team
- Bachelor's degree in education, social work, human services, family services, counseling, or related field.
- Ability to work evenings and weekends, as needed
- Travel to support community events in Central Texas up to 25%
- Possess a valid driver's license
- Pass a criminal and driving background check.

### PREFERRED QUALIFICATIONS:

- Bilingual (Spanish)
- Technologically savvy
- Familiarity with the education landscape in Houston
- Event coordination/management experience