



**Families**  
Empowered

## Families Empowered seeks School Services Manager

### ORGANIZATION OVERVIEW

Families Empowered is a nonprofit organization founded to support the growing number of families in Texas searching for a great PreK – 12 school for their child. Our vision is that one day, all families will have the ability to choose a school that works for them. We are an impact-driven organization focused on the concept that student outcomes will improve when families choose the school that is aligned with their goals and when they serve as their child's advocate. We believe that information and tools about school options must be designed with real parents in mind, made accessible to parents who are the most resource-constrained, and we respect a parents' right to do something with this information.

### **Families Empowered's 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.





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## **ROLE OVERVIEW**

Reporting to the Chief Program Officer, the School Services Manager leads and manages Families Empowered's services for PreK-12 schools of all types (district, charter, magnet and private). The School Services Manager will devise and implement a variety of strategies that connect families to schools and schools to families, focusing specifically in the Houston, Austin, Fort Worth and San Antonio areas. The position works collaboratively with the marketing team, call center team and others to provide exceptional service to school leaders and accurate information to families.

This is a remote role, and Families Empowered is currently seeking candidates based in the San Antonio metro area.

## **PRIMARY RESPONSIBILITIES**

- Build and strengthen partnerships with an increasing number of schools, especially partner schools who participate in the Apply Houston, Apply Austin, Apply SA and Apply Tarrant County websites.
- Manage and lead communications and quarterly meetings with School Advisory Councils in Houston, Austin, Fort Worth and San Antonio.
- Manage and expand waitlist and other data sharing partnerships with schools
- Lead enrollment campaigns outreach strategy and manage execution of campaigns
- Frequently assess the quality of school services and suggest strategies for improvement
- Assist in designing and executing in-person and online events for families to learn about school options in their area and apply for the schools of their choice.
- Manage all data and reports related to school services in database (Salesforce), including working with common application platform provider (SchoolMint).
- Field information requests and seek out opportunities for supporting proposed new schools
- Serve as team expert on school enrollment systems for internal and external communications

## **DESIRED QUALIFICATIONS**

- Professional experience in school admissions and enrollment services, ideally in a Texas school





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- Ability to work independently and collaborate with colleagues in other regions. The ideal candidate will be based in San Antonio as colleagues are based in Austin, Fort Worth and Houston.
- Exceptional level of motivation, self-starter, customer service, time management and project management skills. Results-oriented with a track record of successfully reaching ambitious goals.
- Exceptional presentation, communication, writing, and organizational skills.
- Ability to establish strong, collaborative relationships and work effectively with multiple constituencies, audiences and teams.
- Above-average understanding and familiarity with Microsoft Office, Google Suite, Cloud-based programs and servers, Salesforce (or similar CRM), and Pardot (or other email marketing system). Experience with SchoolMint (or another common application platform) is preferred.
- Knowledge of the Houston, San Antonio, Fort Worth and/or Austin school communities is a plus.
- Commitment to exemplifying Families Empowered's guiding principles.

**Travel:** Requires up to 25% travel within the Houston, Fort Worth, San Antonio, and Austin metro areas.

**Work Conditions:** Work will likely be performed from a home office (ideally in San Antonio) with regular visits to the main office in Houston where the majority of staff live and work. Some participation in outdoor activities is required. May travel to participate in meetings and conferences primarily in the Houston, Fort Worth, Austin and San Antonio metro areas. Some weekend and evening activities required (3-6 per year).

**Compensation:** Competitive salary commensurate with experience.

### **Benefits**

- Organization pays 60% of health insurance premium for employee
- Organization pays 100% of Short-Term Disability premium
- Voluntary Benefits: Dental, vision, life insurance, and long-term disability and health insurance for spouse and dependents.

### **To Apply:**

Email a resume and cover letter to Ann Starr, Chief Program Officer, at [astarr@familiesempowered.org](mailto:astarr@familiesempowered.org). For more information about Families Empowered, visit [www.familiesempowered.org](http://www.familiesempowered.org).

