

California Family and Community Engagement Initiative (CA FACE) **Associate Director**

About Californians Dedicated to Education Foundation

CDE Foundation works as a trusted partner with state education leaders and entities to create, resource, and implement solutions that result in a strong and valued public education system that serves every student in California. CDE Foundation serves as the fiscal manager for the California Department of Education (CDE) providing means for philanthropy to invest directly in a public education system that serves nearly 6 million students.

We remain committed to seeing every child reach their full potential and strive to leverage our partnerships and expertise in service of a more racially just and educationally equitable teaching and learning landscape. We accomplish this mission in three ways:

- We CONVENE people and organizations to develop goals and innovative solutions to improve our state's public education system.
- We COMMUNICATE to build awareness and access to key resources.
- We CATALYZE new approaches to meet statewide goals, assembling and stewarding resources, including philanthropic investments in CDE and others, to invest in the development of innovative ideas and practices that can scale to advance public education.

For more information about our programs and work, please visit: www.cdefoundation.org

About California Family and Community Engagement Initiative (CA FACE)

The California Family and Community Engagement Initiative (CA FACE) is a project of the Californians Dedication to Education Foundation. It will provide statewide leadership and coordinated technical support to Local Education Agencies (LEAs), County Offices of Education (COEs), and statewide organizations in the area of family and community engagement.

This includes direct project support for family engagement capacity-building, activities focusing on increasing awareness and benefits of family engagement; advocating for culturally responsive family engagement policies and practices at the local, county and state level; and, expanding access to evidence-based family engagement resources, supports and promising practices for LEAs, COEs, and statewide family engagement partner organizations.

The initiative embraces engagement and partnership as foundational pillars for supporting educators, students, families, and school communities.

Position Summary

The Associate Director is a critical part of our statewide team. The Associate Director will primarily be responsible for working with the Senior Director to support and facilitate statewide leadership, guidance, and technical assistance in the area of family engagement, community engagement, parental involvement and youth development. This position supports LEAs, COEs and statewide family engagement partnership organizations in understanding and implementing best practices for family, community, and student engagement; fosters the development of partnerships with multiple organizations and agencies as it relates to quality implementation of family engagement policies and standards, while promoting the vision, mission, and goals of the project. This position, along with the Senior Director, will act as a liaison with California Department of Education staff and support the coordination and implementation of a state parent advisory council and youth advisory council as needed.

The Associate Director will also provide leadership and direction in the area of communications and outreach that may include, but is not limited to, creation of tool kits, web content development, handbooks content, design surveys, communication tools, instructional videos, project reports, informational webinars, brochures, news bulletins, press releases, field guides and public service announcements and other project related activities.

The Associate Director will report directly to the Senior Director of CA Family and Community Engagement Initiatives. This is a remote position and should be based in California as a member of the CDE Foundation team. Travel will be required within California and other locations for coaching, project convenings, staff meetings and conferences.

Primary Responsibilities

Family and Community Engagement

- Assist with supporting and facilitating statewide leadership, guidance, and technical assistance in the area of youth development, parental involvement, family engagement and community engagement.
- Advise the Senior Director regarding sensitive, critical, or confidential issues pertaining to existing developing policy and/or activities affecting family engagement in K-12 education in California; assists the Senior Director in researching, reviewing, and analyzing relevant materials, state reports, and legislation related to family engagement.
- Develop, organize, and deliver technical assistance presentations and training to LEAs, COEs and other educational interest holders.
- Coordinate family engagement meeting logistics for convenings, summits, conferences, special events and professional development training.
- Act as a liaison with California Department of Education staff and support the coordination and implementation of a parent advisory council and youth advisory council; coordinate and implement all aspects of parent advisory and youth advisory, including, but not limited to, setting up meeting calendars, communicating with members, preparing agendas in coordination with Senior Director and identifying internal and external

presenters, collecting relevant data for the purposes of program evaluation and grant reporting.

- Assist with the development and creation of project evaluation tools and data collection for grant reporting.

Communications

- Develop, facilitate, and evaluate the project's public relations, marketing, outreach, communications and engagement strategy; execute effective campaigns/projects highlighting family and community engagement best practices, bright spots, resource tools being used at a local, state and national level.
- Develop and monitor communication strategies, tactics, and action plans for all project areas, and serve as internal and external public relations contact to key project committees, workgroups, and task forces; develop processes and systems for garnering input, feedback and support on key project areas.
- Manage the development and production of project news and marketing communications, including print and electronic publications, collateral materials, presentations, instructional videos, reports, website content, social networking sites such as Twitter and Facebook, new media productions, media relations; develop, manage, and set guidelines for website, mass notification, and social media.
- Communicate internally with CDE Foundation colleagues regarding connections between project and CDE program area, partnerships, and other initiatives to ensure continued alignment.
- Engage with other CDE Foundation colleagues in staff retreats, capacity building opportunities and peer mentoring.
- Other duties as assigned.

Skills & Knowledge

- **Work Experience-** Experience in local education agency, county education agency, or institution of higher education, education policy, public administration, non-profit management, or related field preferred. Experience in a public education setting is desirable. 5 + years of work experience is preferred. Experience in Family and Community Engagement, outreaching, working with families, communities, and partnerships. Experience working with parent or youth councils, conducting training and workshops, providing professional development, evaluation and data collection. **OR** Experience working in public relations and marketing management strategy development, preferably with experience communicating complex/sensitive issues to the public-at-large.
- **Project Management-** Outstanding project management skills and attention to detail; proven ability to create and execute complex project plans on time and within budget alongside colleagues and external partners.
- **Systems Thinker-** Ability to think and execute strategically, anticipate potential future consequences and trends, and incorporate them into project plans and partner relationships.
- **Equity Minded-** Experience implementing or leading culturally and linguistically sustaining professional learning, and advancing diversity, equity, and inclusion in the workplace preferred.
- **Communication-** Excellent relationship-building and interpersonal skills with a wide variety of audiences and formats. Outstanding oral, written, presentation and technical communication skills.

- **Organization-** Organized, detail-oriented, creative, and able to work independently, under pressure, and as a team player in a fast-paced environment

Requirements

- Position requires a Bachelor's degree or higher from an accredited college or university, preferably in educational leadership, communications, public administration or related field preferred.
- Full-time experience working in a local education agency or institution of higher education, education policy, public administration, non-profit management or related field preferred OR experience working in public relations and marketing management strategy development, preferably with experience communicating complex/sensitive issues to the public-at-large. 5+ years of work experience is preferred. Experience in a public education setting is desirable.
- Primarily remote with some in-person events
- Ability to work with diverse and multi-disciplinary teams.
- Proficient with computers
- Occasional travel for internal staff meetings/retreats and to provide on-site support state-wide events

Salary & Benefits:

The salary range for the Associate Director (CA FACE) is \$95,000 - \$105,000. CDE Foundation offers a full range of benefits for employees and their qualified dependents through Gusto, including but not limited to, the following:

- 100% coverage of employee health benefit premiums
- A company-sponsored 401K plan through Vestwell
- 15 days of vacation per 12 months of full-time employment, with eligibility for higher accrual levels after 24 months.
- 19 company holidays, including several state and federal observances, and the week between Christmas and New Year's Day
- Annual sick leave entitlement of 72 hours (equivalent of 9 days).
- Jury Duty and Bereavement leave.

How to Apply

Californians Dedicated to Education Foundation is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. We will work hard to ensure diverse slates of candidates for openings at our organization.

Interested candidates should submit their **resume and cover letter to lisa@cdefoundation.org**. Applications are **encouraged before November 21, 2023**, and will be considered on a rolling basis until the position is filled.