



Board of Education of the City of St. Louis
CAREER OPPORTUNITY

Position Title:	Parent Liaison
Payroll/Personnel Type:	12 Month
Job #:	7030
Reports to:	Chief of Staff
Shift Length:	8 Hours a Day
Union Eligibility:	Not Eligible

Position Summary:

The Parent Liaison will be responsible for providing the coordination, technical assistance and support to strengthen and manage communications between the District and all parents/guardians, specifically with the goal of engaging and building strong, trusting relationships with parents/guardians districtwide. The Parent Liaison will work directly in support of the Parent Action Committee and any other parent or PTO groups at the school locations. The ultimate goals are to increase parental engagement to create better outcomes for students and support District initiatives and lobbying. This position is largely aligned to Transformation Plan, Pillar 5: *Community partnerships and resources support the District's Transformation Plan.*

Essential Functions:

- Collects, enters, and maintains outreach data in administrative databases supported by the District
- Ensures strict confidentiality of student information and data
- Develops and maintains positive relationships with parents/guardians/families (current and prospective)
- Develops and launches parent support activities regularly
- Develops and implements a results-driven action plan to improve customer service and satisfaction to parents/guardians
- Supports student recruitment team on planning and executing major community events
- Provides a high-quality customer service experience when interacting with parents/guardians/families, students, staff, and community members
- Works with District student recruiters and Family Community Specialists (FCS's) team to communicate with and gather information from parents in service to their students
- Partners with marketing and communications to create strategies to help ease transition of students from closed schools to receiving schools
- Supports enrollment and recruitment efforts as needed
- Uses research and "best practices" to engage parents
- Contributes to the *District Digest*, parent newsletter
- Works in collaboration with the Office of Family and Community Engagement on key parental engagement initiatives
- Assists the Parent Action Committee (PAC) in sharing news and information and in boosting membership from all schools (virtual or in-person)
- Collaborates with the Office of Family and Community Engagement to encourage parents to support the District initiatives and lobbying efforts
- Information shared must be approved by immediate supervisor and confidential information must be kept secured (I do not speak for the District)



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- Acts as an ambassador for the District in all settings
- Coordinates opportunities for more parents/guardians to “OPT IN” to receive District information; encourage all to keep their contacts current at their schools and in the system
- Performs other duties as assigned

Knowledge, Skills, and Abilities:

- Outstanding interpersonal communication skills – verbal and written
- Proficiency in Microsoft Excel and ability to manage, understand and draw conclusions from data
- Strong organizational abilities
- Highly detailed oriented with exceptional follow-through
- Flexible and takes initiative, ownership and creative problem solving
- Ability to work some evenings and weekends
- Open to feedback, on-going professional development, and willingness to take responsibility for outcomes

Experience:

- Two or more years of recruitment and/or community outreach experience with demonstrable successful results
- Demonstrated track record of building strong relationships with the community/families

Education:

- Bachelor's Degree (required)
- Master's Degree (preferred)

Physical Requirements:

- Must be physically able to operate a motor vehicle
- Must have reliable transportation
- Must be able to exert up to 10 pounds of force occasionally, and/or a negligible amount of force constantly to lift, carry, push, and pull or otherwise move objects, including the human body
- Light work usually requires walking or standing to a significant degree

Working Conditions and Environment:

- Work is routinely performed in a typical interior/office environment
- Very limited or no exposure to physical risk
- Must be available to work weekends

Disclaimer:

The information contained in this job description is for compliance with the Americans with Disabilities Act (ADA) and is not an exhaustive list of the duties performed for this position. Additional duties are performed by the individuals currently holding this position and additional duties may be assigned.

