

# Director II – Engagement and Events

## Position Details

Job Code: U7101

Reference Code: A057

Division/Unit: Community Engagement

Classification: Licensed Administrator and/or Professional-Technical

Terms of Employment: [Step 43 of the Unified Administrative Salary Schedule, 12 Months](#)

FLSA STATUS: EXEMPT

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## Position Summary

This position functions as the Director of the Engagement and Events Department. This position is responsible for creating and directing the Safe Routes to School Program, the Academic Support and Community Services Center, as well as the Indian Education Opportunities Program (IEOP). This position manages each department to ensure effective and efficient support is given to schools in creating family friendly environments and delivering programs that increase student achievement. This position will also work collaboratively with the Clark County School District Board of School Trustees, the Superintendent, District leadership, and a variety of other stakeholders in overseeing all districtwide events. The person selected for this position will be directly responsible to the Director III, Community Engagement Unit.

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## Essential Duties and Responsibilities

The list of Essential Duties and Responsibilities is not exhaustive and may be supplemented.

1. Directs the Safe Routes to School Program, the Academic Support and Community Services Center, as well as the Indian Education Opportunities Program (IEOP), and ensure compliance for the administration of each grant.

2. Collaborates with the Director III, Community Engagement Unit, Director II, Team Engagement Office, Chief of Staff, Chief Communications Officer, Superintendent, the Director of Communications and other internal partners, to design and execute a District strategy for employee recognition.
  3. Promotes District interests and ensures public awareness of operations, functions, and activities. Collaborates with other administrators, personnel, community organizations, outside agencies, members of the public, and local, state, and federal officials to enhance support, involvement, and promotion of District objectives and to build and sustain a proactive, credible profile for the Board of School Trustees, Superintendent, and leadership throughout the District.
  4. Develops strategies to promote events and campaigns through social media, school newsletters and flyers, school Websites, videos, and at school sites and buildings for the purposes of effectively promoting the strengths of our schools and other District initiatives.
  5. Responsible for improving student achievement by promoting parent/guardian and community involvement in the education process, provides information on available services to students and their families
  6. Works collaboratively with the Public Education Foundation (PEF) to maximize and measure the effectiveness of community and family partnerships directly supporting student success.
  7. Works with business and community organizations to seek partnerships and donated media to promote District schools and initiatives.
  8. Writes, edits, and oversees the production of a variety of online, social, media, print, electronic, and audio/visual communications/marketing materials to internal and external audiences.
  9. Seeks and evaluates research and other data sources to inform decisions and provide analysis and communication of education trends relevant to the goals of the District.
  10. Develops and oversees the development and promotion of several District events (Back to School Kick-Off, Heart of Education, State of Schools, etc.).
  11. Provides strategic leadership on critical projects and initiatives to support the Superintendent and leadership team to ensure engagement and clear focus on student achievement.
  12. Works with internal and external stakeholders on assigned committees and coordinates activities, as necessary.
  13. Performs other duties related to the position, as assigned.
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## Position Expectations

1. Demonstrated knowledge of and ability to manage teams and work with outside vendors, local community agencies, leaders, and media outlets.
  2. Knowledge of best practices in community engagement efforts.
  3. Knowledge and understanding of state and federal educational requirements and legal implications.
  4. Effective computer skills, including proficiency in word-processing and database software.
  5. Ability to develop and maintain effective relationships with the Board of School Trustees, other elected officials, school and central services administrative personnel, peers, parents/guardians, community members, and others.
  6. Ability to work cooperatively with departments within the District as well as local, state, and federal agencies outside of the District.
  7. Effective communication, collaborative, and interpersonal skills including oral and written communication skills, using tact, patience, and courtesy.
  8. Ability to explain complex concepts and clarify policies and procedures in a way that illustrates their effect of District employees and students.
  9. Ability to plan, create, and present in public speaking venues and conduct large group presentations.
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## Position Requirements

### Education and Training

An earned master's degree from an accredited college or university. A bachelor's degree from an accredited college or university and five (5) years of successful experience related to the position may be substituted for the master's degree requirement or currently serving as a professional-technical employee with the Clark County School District.

### Licenses and Certifications

1. Hold or be able to acquire, by time of appointment to the position, a Nevada administrative endorsement, if applicable.
2. A valid driver's license or state-issued identification card.

### Experience

1. Have previously demonstrated five (5) years of successful licensed teaching experience in an accredited K-12 public or private school; and be able to acquire, by time of appointment, appropriate Nevada school administrative endorsement;

or, have previously demonstrated at least three (3) years of successful licensed teaching in an accredited K-12 public or private school; and, currently hold a valid Nevada school administrative endorsement.

2. Three (3) years' experience working with families and/or community groups or building family-school partnerships.
3. Two (2) years of experience as a contracted administrator in a related position.
4. Experience and expertise in staff development, data-driven decision-making, data analysis, research design, and program evaluation.
5. Experience working with community groups and/or governing boards.
6. Experience in leading and managing large-scale events for a school district, or similar sized organization.
7. Excellent public relations skills and experience working cooperatively with representatives of the community.
8. Demonstrated experience in administering academic and customer service programs in conformity with board strategies, policies, budget constraints, and established personnel practices.

**-OR-**

9. Satisfactory service in corresponding or related positions or at least five (5) years of successful supervisory experience related to the administrative position.
10. Three (3) years' experience working with families and/or community groups or building family-school partnerships.
11. Experience and expertise in staff development, data-driven decision-making, data analysis, research design, and program evaluation.
12. Experience working with community groups and/or governing boards.
13. Experience in leading and managing large-scale events for a school district, or similar sized organization.
14. Excellent public relations skills and experience working cooperatively with representatives of the community.

### **Preferred Qualifications**

1. School-based administrative experience.
2. Experience in writing, implementing, and adjusting program plans, policies, and procedures.
3. Basic knowledge and understanding of federal and state education-related laws and regulations, along with District policies, regulations, and negotiated agreements.
4. Knowledge and/or experience in staffing.

**When applying for an administrative position, candidates must meet the minimum qualifications as listed on the appropriate position vacancy announcement.**

### **AA/EOE Statement**

The Clark County School District is proud to be an equal opportunity employer. The Clark County School District is committed to providing all applicants and employees equal employment opportunities without regard to race, color, religion, sex, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or military status or other characteristics protected by applicable law. Here at Clark County School District, we are a diverse group of people who honor the differences that drive innovative solutions to meet the needs of our students and employees. We believe that through a culture of inclusivity, we have the power to reflect the community we serve.

### **Job Revision Information**

- Revised: 06/26/23
- Created: 10/19/21