

## **JOB DESCRIPTION**

**PROGRAM:** Head Start Program  
**JOB TITLE:** Family/Community Outreach Specialist  
**JOB CLASSIFICATION:** Program Specialist III B  
**PAY GRADE:** 10

### **JOB SUMMARY**

Provide highly efficient and effective recruitment, parent engagement, and community collaboration to Lycoming and Clinton counties. Comply with the Head Start Performance Standards, the Head Start Act, and other applicable regulations. Build strong relationships with families in an effort to solicit participation in program events. Partner with community agencies and service providers to increase community knowledge of Head Start and maximize recruitment.

### **SUPERVISORY RELATIONSHIPS**

**REPORTS TO:** Operations Manager  
**SUPERVISES:** Not Applicable

### **QUALIFICATIONS**

- Bachelor's degree in Human Services, Social Work, Adult Education, Family Services, Early Childhood Education, or another related field;
- Minimum of one year's experience working with adults; and,
- Minimum of one year's experience collecting, organizing, recording, and processing information.

### **GENERAL REQUIREMENTS**

- Current PA Act 34 Criminal, Child Abuse, FBI certifications, and Sex Offender Registry check prior to hire, and a Motor Vehicle Report;
- Recognizing and Reporting Child Abuse training completed within 30 days of hire;
- Physical examination prior to hire;
- Tuberculosis test prior to hire;
- Computer training and/or documented proficiency with popular word processing, spreadsheet, and database software; experience with and/or training in Microsoft Office products particularly Word, Excel, and Access is preferred;
- Valid driver's license and vehicle with adequate insurance coverage available for daily use;
- Physical ability to perform essential job functions without any health restrictions, including the ability to sit for long periods of time; stand, lift, and carry up to thirty pounds; have unrestricted use of the upper body; corrected or uncorrected hearing and vision within normal range, and a clear speaking voice; and other abilities necessary to ensure child safety in the classroom, other group areas and when in the community, such as, but not limited to, the following:
  - Ability to bend, squat, reach, kneel, and climb stairs;
  - Ability to move from a sitting to standing position quickly, safely, and without difficulty;
  - Ability to chase an eloping child; and,
- Work nontraditional hours as needed or assigned, including evenings, weekends and

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overnight travel.

**SPECIFIC DUTIES**

❖ **Program Management**

- Lead, plan, document, monitor, and report on referrals from partner agencies/programs, including eligibility, selection, enrollment, and participation;
- Monitor, review, and report on recruitment efforts and activities;
- Review recruitment and outreach plan to ensure goals are being met;
- Develop ads for media based on current program status;
- Meet with community agencies to promote recruitment;
- Provide staff with structured recruitment initiatives, including visiting community partners, neighborhoods, and “door-to-door” when appropriate; and,
- Assist with the establishment and maintenance of ongoing collaborative relationships with community organizations responsive to the concerns of the families of children aged birth through age 5, pregnant women and their families; participate in community awareness events.

❖ **Eligibility, Recruitment, Selection, Enrollment, Attendance (ERSEA)**

- Develop and implement a recruitment plan that includes methods of recruitment and communities/populations to be targeted;
- Document and report on the recruitment plan of potentially eligible children aged birth through age 5, pregnant women and their families in collaboration with the Enrollment Specialist and Family Engagement Manager;
- Receive and process referrals from partner agencies/programs; and,
- Assist with selection of eligible children and families.

❖ **Parent Engagement**

- Initiate collaborative partnerships with parents to establish mutual trust and respect;
- Implement a comprehensive, individualized, and developmental parent engagement and education program responsive to parent needs, concerns, and requests, and that supports parents in their roles as the primary influence in their children’s lives;
- Conduct parent engagement activities in each county, at least quarterly;
- Encourage parent volunteerism throughout the program; welcome parents to program sites as visitors, observers, and participants;
- Provide parents regular opportunities to work together and with other community members on activities they helped develop and in which they expressed an interest;
- Provide comprehensive community resource information to families, individualizing to respond to the family’s needs and concerns to the maximum extent possible;
- Refer families to community agencies/programs; assess accessibility, relevance, and usefulness of assistance received;
- Encourage parents to take an active role in making community services more responsive to their goals and needs; and,
- Promote full child/family participation in program activities and assist with monitoring and resolution of any problems.

❖ **Community Relationships**

- Set up community events and/or attend with appropriate staff to represent the program, present services through written materials and public speaking, and actively recruiting families;

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- Establish/maintain a positive relationship with community agencies, organizations, and schools to strengthen recruitment efforts and increase public awareness of the services offered;
  - Develop and implement strategies to promote the program and increase public awareness and name recognition; and,
  - Develop and maintain a community outreach tote that provides staff with supplies and equipment that will support recruitment efforts and presentations to community agencies and at community functions.
- ❖ **Program Operations**
- Ensure comprehensive, timely, two-way communication between parents, Head Start staff, and, as appropriate, community individuals and organizations;
  - Pursue professional development opportunities and attend training as assigned;
  - Participate in staff meetings; and,
  - Perform all tasks as assigned.
- ❖ **Recordkeeping**
- Collect child and family data and enter in program software; monitor; update; prepare data reports for program use and the annual Program Information Report;
  - Maintain accurate, objective, timely, and confidential records documenting all family, staff and agency contacts; disseminate appropriately; and,
  - Record document recruitment and enrollment activities.

**REQUIRED KNOWLEDGE, SKILLS & ABILITIES**

- ❖ Knowledge of the following:
- Head Start Program Performance Standards, the Head Start Act, and other applicable regulations and laws;
  - Group training and communication;
  - Cultural and social–economic sensitivity and competence;
  - Community resources available and relevant to low-income pregnant women, infants, toddlers, preschool children and their families, and their access and use;
  - Family systems support principles and methods and their implementation;
  - Individual and group behavior and effective ways of working with both; and,
  - The Microsoft Office Suite, including but not limited to Microsoft Word, Excel, Access, Power Point, and Publisher components.
- ❖ Skill in the following:
- Oral communication, such as speaking, listening, and interviewing;
  - Writing and communicating, including knowledge of English grammar, spelling, and punctuation as they would relate to the production of reports, as well as in communicating with a variety of individuals and groups;
  - Using a keyboard and personal computer;
  - Building positive relationships; and,
  - Use of recordkeeping and reporting systems, including automated management information systems.
- ❖ Ability to do the following:
- Work cooperatively with others;
  - Understand and follow oral and/or written instructions, some of which may include multifaceted procedures;

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- Collect, organize, record, and process information quickly and efficiently;
- Prepare and maintain written records and reports;
- Be creative, resourceful and flexible;
- Recognize emergencies and areas where action is necessary;
- Establish and maintain effective, collaborative partnerships with staff, parents, Head Start and grantee staff and community agencies;
- Demonstrate respect for individuals and groups with varied cultural, racial, ethnic, religious, and linguistic identities or backgrounds;
- Project a positive image of the program and the agency;
- Work independently of direct supervision; and,
- Maintain confidentiality and a professional demeanor at all times.