Anoka Hennepin Independent School District #11
Position Standard

Preschool / ECFE Preschool Outreach Facilitator

Anoka-Hennepin Schools Preschool and Early Childhood Family Education (ECFE) provide early learning opportunities for children and their families. Preschool serves 3-5 years old children with the goal of preparing children for kindergarten by providing a variety of early learning experiences. ECFE is a parenting and early childhood education program that provides classes, home visits, special family events and other services for parents and their children age birth to five. Both programs run 31-36 weeks per year, including summer classes with classes located throughout the school district.

The purpose of the Outreach position is to increase participation in ECFE and Preschool programs using a variety of strategies/approaches. The Outreach Facilitator will coordinate, develop and align outreach/marketing plans in conjunction with the ECFE/Preschool administrative and supervisory staff, the Community Education Department, and the Anoka-Hennepin School District.

Essential Functions:
- Raise public awareness of existing ECFE, Preschool, and related services.
- Provide information and services to populations who might not otherwise have access to those services.
- Create and implement ways to engage underserved and hard to reach populations.
- Facilitate the process, content, design, and distribution for all print and electronic publications, including the FAMILIES catalog.
- Utilize social media, web sites, community/promotional events, presentations, cable TV, media, print publications, and other opportunities to promote ECFE and Preschool participation.
- Create communication processes, networks, and connections with schools, area agencies, allied organizations, libraries, medical clinics, hospitals, county public health, and social service departments, organizations, faith-based and other entities for mutual referral, information sharing and collaborative efforts in serving families and young children.
- Implement community needs assessment to identify and/or confirm areas of need, community concerns, and underserved populations.
- Provide support and leadership for community engagement activities including the use of volunteers as needed.
- Deliver education information as needed and related to early and/or parent education for the purposes of public speaking and presentations.
- Develop and monitor an annual outreach budget.
- Facilitate the planning, marketing, and registration for ECFE and Preschool classes and events in conjunction with the secretaries and other program staff.
- Recruit, direct, and work with staff as needed for outreach work.
- Perform other duties as assigned.

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Minimum Qualifications:
- Bachelor's degree.
- Experience with outreach, marketing, social media, computers, and web-based applications.
- Strong organizational skills.
- Excellent communications (written and verbal) and interpersonal skills.
- Ability to maintain regular attendance, which includes completing an assigned day.
- Must be able to lift a minimum of 20 pounds.
- Ability to perform position responsibilities including physical factors, work devices and materials handling, data functions, and people functions.
- Must be physically working in the building.

Preferred Qualifications:
- License in Early Childhood and /or Parent Education preferred.
- Demonstrated ability to work with parents and young children, one on one or in groups preferred.
- Knowledge of family systems, adult and child development preferred.
- Use of personal vehicle for job-related travel between locations and meetings preferred.

Physical Factors include:

Frequent: standing, walking, sitting, simple grasp, firm grasp, feeling, talking, hearing & visual accommodation;

Occasional: lifting above shoulder, lifting waist to chest, lifting below the waist, carrying, pushing, pulling, climbing, stooping, kneeling, crouching, squatting, crawling, twisting/pivot, reaching, and fine manipulating.