

Willows Unified School District

Job Description

Class Title: Temporary Grant-Funded Bilingual Community Outreach Liaison

Classification: Range 37

Basic Function

Under the general supervision of the Director of Community Schools, the Bilingual Community Outreach Liaison fosters authentic family and community engagement consistent with the California Community Schools Partnership Program (CCSPP) framework. This position prioritizes building trusting, racially-just, relationship-centered connections between schools, families, and community partners to remove barriers to learning, enhance student wellness and academic achievement, and sustain collaborative leadership structures outlined in the WUSD Implementation Plan.

Representative Duties

Community Outreach & Engagement

- Conduct home visits, electronic outreach, and in-person meetings to connect with historically marginalized families and encourage participation in school and district events, including ELAC, DELAC, SSC, and Community School Advisory Committees.
- Facilitate community events, service-learning projects, and culturally relevant family programs to foster belonging and strengthen classroom-community connections.
- Build partnerships with local organizations (e.g., Northern Valley Indian Health, Glenn County Behavioral Health, food banks, recreation programs) to address student and family needs for wellness, mental health, and social services.
- Support the district's communication strategy by developing bilingual newsletters, social media updates, and outreach materials that align with CCSPP goals.

Integrated Student and Family Supports

- Provide direct referrals and warm handoffs to community resources for health, dental, vision, food, clothing, and mental health services.
- Collaborate with school staff (counselors, wellness coaches, administrators) to track and respond to barriers to attendance, wellness, and academic success.
- Assist in data collection for needs assessments, surveys, and focus groups to ensure programs are responsive and equity-centered.

Leadership & Continuous Improvement

- Serve as a liaison between families and governance structures (SSC, LCAP Advisory, Community School Advisory), ensuring shared decision-making and transparent communication.
- Assist in coordinating workshops and parent training on culturally relevant topics, mental health awareness, academic support, and civic engagement.
- Participate in continuous improvement cycles by collecting and analyzing family engagement and program participation data; report findings to site and district leadership.

Translation & Communication

- Provide translation and interpretation as needed to support communication between families and school staff.
- Ensure accessibility of outreach materials and events for both English- and Spanish-speaking families.

Knowledge and Abilities

- Deep understanding of CCSPP framework pillars: Integrated Student Supports, Family & Community Engagement, Collaborative Leadership, and Expanded Learning Opportunities.
- Knowledge of culturally responsive engagement practices and ability to work empathetically with diverse families, including Spanish-speaking communities.
- Skills in community organizing, outreach, and relationship-building with educational partners and local organizations.
- Ability to use technology platforms (ParentSquare, Google Workspace) for communication and data tracking.

Education & Experience

- High school diploma or equivalent, plus either:
 - 2 years of college (48 units), and/or;
 - Associate's degree (AA) or higher, and/or;
 - Passing score on district-administered assessment demonstrating equivalent knowledge.
- Demonstrated bilingual/biliterate skills in English and Spanish.
- Experience in family engagement, community outreach, or social services preferred.
- Familiarity with rural community resources and barriers faced by socioeconomically disadvantaged families is desirable.

Licenses & Other Requirements

- Valid California Driver's License.
- Willingness to travel to multiple school sites and community locations.

Work Environment

Primarily school and district office settings, with frequent fieldwork including community events, home visits, and partner site meetings. Direct contact with students, families, staff, and community partners is expected.

Board approved: September 11, 2025