International Leadership of Texas

The mission of ILTexas is to prepare students for exceptional leadership roles in the international community by emphasizing servant leadership, mastering the English, Spanish, and Chinese languages, and strengthening the mind, body and character.

Job Title: Community Outreach Coordinator – Liberty County – Bilingual

Exemption Status/Test: Exempt

Date Revised: 04/2026

Reports to: Exec. Dir. Of Marketing & Recruitment

Dept./School: Headquarters

Primary Purpose:

The Community Outreach Coordinator (COC) (Liberty County – Bilingual) is responsible for executing the recruitment strategies which will assist to meet enrollment 100% goals. The COC will raise awareness and promote ILTexas to potential families by executing recruiting events and representing ILTexas Charter Schools off-campus.

Qualifications:

Education/Certification:

Bachelor's Degree in education, marketing, communication, or related field preferred

Special Knowledge/Skills:

Must be bilingual – Spanish/English
Interpersonal skills
Public speaking
Self-management
Computer skills
Intimate knowledge of the Liberty County area
Ability to connect with parents and families around issues of education for their children.

Experience:

2+ years' experience in recruiting preferred
2 + years in sales i.e. making cold calls preferred
2 + years' experience in digital marketing and social media preferred

Major Responsibilities and Duties:

1. Ensures 100% of schools are fully enrolled by the first day of the school year
2. Executes student recruitment strategies that target families with school-aged children with primary focus of being in the 1 to 8-mile radius immediately surrounding each school.
3. Attends community events (weekdays, evenings, and weekends) and informational fairs to inform

eligible families and promote ILTexas Charter School

4. Attend off-site presentations to daycares, housing authorities, community centers and other organizations who serve primarily low-income families.
5. Participates in neighborhood walks and door-to-door presentations in neighborhoods near ILTexas schools.
6. Assist parents in completing a paper or online applications
7. Effectively recruit new families
8. Maintains and cultivates a solid waitlist after lottery.
9. Calls parents to validate the integrity of data collected.
10. Monitor parent participation throughout the recruiting year.
11. Collaborate with campuses on recruiting events to greet new families.
12. Coordinate Info Sessions and Open Houses to on-board new families.
13. Strong familiarity with the business applications of social media platforms (Facebook, Twitter, YouTube, LinkedIn, etc.)
14. Strong written and verbal communication skill

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Additional Duties:

24. Any and all other duties assigned by immediate supervisor.

Supervisory Responsibilities: None.

Mental Demands/Physical Demands/Environmental Factors:

Tools/Equipment Used: Standard office equipment including personal computer and peripherals

Posture: Prolonged walking; occasional bending/stooping, pushing/pulling, and twisting

Motion: Repetitive hand motions including frequent keyboarding and use of mouse; occasional reaching

Lifting: Occasional light lifting and carrying (less than 15 pounds)

Environment: May work prolonged or irregular hours

Mental Demands: Work with frequent interruptions; maintain emotional control under stress

This document describes the general purpose and responsibilities assigned to this job and is not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Reviewed by Date

Received by Date