

# LITERACY PARTNERS

## Senior Consultant for Latinx Community Engagement Philadelphia, PA

[Literacy Partners](#) is an adult literacy program helping low-income and immigrant parents develop the literacy and language skills they need to succeed in today's world while promoting their children's early reading, school readiness, and social-emotional growth.

We are looking for a senior-level consultant to help us implement an innovative campaign to engage and educate Spanish-speaking parents, caregivers, and childcare providers in Philadelphia.

### ***La Fuerza de Familias Latinas: A Parent Education Campaign***

In 2019, Literacy Partners worked with Univision to create, [La Fuerza de Creer](#), a social purpose telenovela seen by more than 1.2 million viewers. The 5-episode miniseries tells the story of a community center and the families who rely on it for childcare. The story follows the drama of four different families and childcare staff, revealing to the audience the different ways that caregivers promote their children's well-being.

We created an educational campaign for Spanish-speaking parents, caregivers, and childcare workers based on the Univision series and focusing on the strengths of Latinx families. Our external evaluator from New York University called the program "uniquely successful" among parenting programs. After launching the program in New York City and Miami, we have been invited to implement [La Fuerza de Familias Latinas](#) with the Philadelphia Latinx community.

The initiative includes parent engagement workshops, online videos, provider training, and other free resources to promote family literacy at home. Our pedagogical approach is rooted in popular education and parent organizing rather than didactic formal instruction. We aim to create a community of practice and a supportive peer-learning environment among Spanish-speaking educators, community organizers, and parent leaders in Philadelphia and in other cities across the country.

### **Scope of Work**

The Senior Consultant will help us implement this campaign in Philadelphia over the next 8 months by:

1. creating partnerships with 20 community programs to implement the campaign;
2. forming an advisory committee of local leaders and stakeholders to provide guidance to the campaign;

3. launching a “community of practice” for peer learning and leadership development among parent leaders and staff from participating agencies;
4. advising on overall strategy, communications, and evaluation;
5. recruiting paid staff and volunteers to sustain and expand the campaign; and
6. identifying potential funders and strategic partners.

The consultant will report to the National Director of Parent Education and collaborate with other Literacy Partners’ staff and an advisory group of experts.

### **Minimum Requirements**

The consultant must have a track record of success with similar community engagement projects and have an existing network to draw upon (or demonstrate the ability to rapidly create such a network).

She or he must be fully bilingual (Spanish and English).

### **Compensation**

Negotiable based on experience and proposed commitment of time.

### **Start Date and Term**

We are looking for a consultant to begin as soon as possible with a minimum commitment through June 30, 2020. The engagement may be extended and there may be other opportunities in our national network as well.

Our preference is for a full-time engagement, but we are willing to consider other proposals.

### **How to Apply**

Send resume with a brief cover letter with your proposed schedule and fee structure to [job@literacypartners.org](mailto:job@literacypartners.org). Put “Senior Consultant for Latinx Community Engagements” with your name in the subject line. Interviews will be granted on a rolling basis until the position is filled.

*Literacy Partners is committed to diversity and is a proud Equal Opportunity Employer. We are committed to creating an inclusive environment for all employees.*