Small Magic is seeking a Family Engagement Specialist to deliver high-quality coaching, facilitation, and cohort management across Small Magic's direct programs, building relationships with families to move the needle on kindergarten readiness.

KEY DETAILS

Reports to: Program Director
Works closely with: Community Recruiter, Programs team, and directly with families
Location: Birmingham, AL
Schedule: Full-time | Evening or weekend availability required (family programs typically begin at 5:30 PM CT)
Compensation: $54,000-60,000 annually

WHO WE ARE

Small Magic is a Birmingham-based organization focused on one goal: ensuring children under five are ready for kindergarten and a life of opportunity. We work alongside families, providers, and civic leaders to strengthen the early learning ecosystem across our city through direct programming and broader systems-level work.

We are entering a defining chapter. With significant new public and private investments committed, Small Magic is scaling rapidly and expanding the number of families we serve and deepening the quality of that work. Family Engagement Specialists are the heart of our ability to serve. They are the extension of our belief that families deserve the very best and do this through their coaching and facilitating to create quality repeatable opportunities to learn and build community.

WHAT YOU'LL DO

The Family Engagement Specialist owns the relationships, facilitation, and logistics that make Small Magic's direct programs work. This is not a classroom teaching role or a case management role; it sits at the intersection of adult learning, behavior change, professional development, and community trust-building. You will support a group of children or adults from the time they sign up for a program through their graduation, creating a personalized experience and high quality opportunities to learn.

You will:

- **Coach toward positive outcomes for kids |** You will work with caregivers to build the knowledge, confidence, and habits that improve kindergarten readiness at

home. This includes providing individual coaching, and meeting families where they are practically and emotionally.

- **Facilitate with consistency and skill |** You will lead group sessions with either families with the preparation, presence, and adaptability that makes facilitation feel effortless even when it isn't. Evening facilitation can be a regular part of this role.
- **Manage your groups end-to-end |** You own the logistics and administrative needs of your groups across enrollment, technology, materials, scheduling, attendance, and follow-through. You are the person participants call when something isn't working, when they aren't seeing any progress, and you help make sure it gets resolved.
- **Track progress and use data to improve |** You will monitor participant progress, document what's working and what isn't, and contribute to a culture of continuous improvement across the program team and our programs.

While not requirements for application, competitive candidates will likely have:

- Experience working with families with young children
- Experience living in or working with lower income communities
- Comfort with learning new curricula

TO MAKE THIS CONCRETE

If you were in this role today, you might be:

- Facilitating a Tuesday evening family group session, then conducting Thursday coaching sessions with families on how to improve something new they're trying with their child
- Coordinating device/materials distribution for certain programs and/or troubleshooting for a new group before their first session
- Reviewing attendance and engagement data across your groups and flagging participants who may need additional support before the next session
- Collaborating with the Community Recruiter to ensure a smooth handoff for incoming participants

WHO YOU ARE

We'll evaluate candidates for this role based on demonstrated strength in the areas below:

- **Oral & Written Communication |** You communicate clearly and concisely from a text to a parent to an email about orientation and sign up. You can adjust the way you are communicating to meet the moment and the ways you communicate are human and warm.

- **Coaching Excellence |** You know how to structure a coaching conversation focused on goal-setting, reflection, accountability. You listen to understand, you ask questions that surface what someone actually needs, not just what they're saying. You reflect back accurately and make people feel genuinely heard before you move to action and you move people forward with intention.
- **Facilitation Excellence |** You deliver group sessions that are engaging, purposeful, and responsive to where participants actually are. You don't read from a script, instead you work from deep preparation and move with the flow and dynamics of the setting. You know when to dig deeper and ask questions and when to bring a moment to an end.
- **Adult Learning |** You understand how adults learn. You know that behavior change is slow, nonlinear, and requires trust before it requires information. You can facilitate a session that meets people where they are and moves them forward. You know the difference between transferring information and facilitating learning.
- **Timely & Responsive Communication |** You close the loop. You respond promptly, communicate changes before they become surprises, and never leave someone wondering or unclear on what comes next.
- **Prioritization & Time Management |** You manage a complex, multi-task workload without dropping things. You know how to triage when everything feels urgent, protect time for high-impact work, and make deliberate choices about where your attention goes and who to serve when.
- **Project & Cohort Management |** You run logistics with the same care you bring to relationships. Scheduling, materials, enrollment, data entry, follow-through are all reflective of the systems you build that keep your groups on track.
- **Data Discipline |** You track what matters (participation, engagement, progress). You notice when a participant is disengaging before they disappear. You use information to improve your practice, not just to report upward.

WHAT ELSE YOU SHOULD KNOW

Research shows that women and people of color are less likely to apply to jobs unless they meet every single qualification. If you are excited about this role but your past experience doesn't align perfectly with every qualification in the job description, we strongly encourage you to apply anyway.

Small Magic is committed to building a team that reflects the diversity and strength of the community we serve. Employment decisions are made without regard to race, gender, sexual orientation, religion, age, disability, or any other protected characteristic.

The compensation range for this role is $54,000-60,000 annually, commensurate with demonstrated competency and prior experience. Benefits include a highly flexible work environment, premium health insurance, retirement matching (up to 5% after 3 months), paid time off (approximately 30 days), professional development funds, and a work-issued laptop.

HOW TO APPLY

Applications through the form located at smallmagic.org/careers are strongly preferred. If you don't have access to a Google account, you may send your application materials to programs@smallmagic.org.