



SMART START OF NEW HANOVER COUNTY POSITION DESCRIPTION

POSITION TITLE:	Bilingual Parent Educator
FLSA STATUS:	Non-Exempt
REPORTS TO:	Family Services Manager
UPDATED:	September 2026
POSITION SUMMARY:	The Parent Educator provides evidence-based home visiting and parent education services through the Parents as Teachers™ (PAT) and Circle of Parents programs, along with other family support initiatives. This role delivers strength-based facilitation and support to promote healthy child development, parent-child relationships, and overall family well-being. Responsibilities include conducting home visits, facilitating group connections, administering developmental screenings, documenting service delivery, and collaborating with community partners to support family needs and engagement. The Parent Educator ensures adherence to program standards and fidelity requirements while fostering parent leadership and resilience. Bilingual in Spanish/English required. The salary range for this position is between \$37,000-\$40,000 per year. After the first 6 months of employment, during which it is expected that the employee will complete the Parents as Teachers certification process and establish an initial caseload including families who speak primarily Spanish, additional bilingual pay of \$250 per month will be added to the salary.

MINIMUM QUALIFICATION STANDARDS	
KNOWLEDGE, SKILLS AND ABILITIES	• Fluent in both English and Spanish. • Broad knowledge of the Smart Start initiative, early childhood systems, and programs and services supporting young children and families. • Strong understanding of child development from the prenatal period through kindergarten, as well as family systems and the factors that influence child and family well-being. • Knowledge of trauma-informed care, cultural humility, family engagement, resiliency-focused practices, and principles of family support, shared leadership, and mutual self-help. • Knowledge of community resources and services available to families and young children, with the ability to connect families to appropriate resources and referrals. • Ability to implement the Parents as Teachers™ curriculum with fidelity and adapt communication and engagement approaches to meet individual family needs. • Skilled in building and maintaining positive, respectful relationships with families, community partners, colleagues, and other stakeholders.

	• Ability to facilitate effective home visits, group connections, and other individual and group interactions that promote parent engagement, leadership, and participation. • Ability to conduct developmental screenings and assessments and make appropriate referrals in accordance with program standards and requirements. • Strong oral and written communication skills, including the ability to communicate clearly and effectively with individuals and groups and prepare concise documentation and presentations. • Strong organizational, time management, record-keeping, and project management skills, with attention to accuracy and confidentiality. • Creative problem-solving skills and the ability to exercise sound judgment in responding to family, program, and community needs. • Proficiency in Microsoft Office applications, internet-based tools, and program databases, with the ability to learn and effectively use new technology and data systems. • Ability to work independently and collaboratively as part of a team, receive coaching, and actively participate in reflective supervision and ongoing professional development. • Ability to manage multiple priorities and responsibilities while maintaining flexibility to respond to changing program and family needs. • Ability and willingness to travel as needed and work occasional evenings and Saturdays.
EDUCATION, TRAINING AND EXPERIENCE	• Bachelor's Degree in Social Work, Early Childhood Education, Human Services or related field preferred. • 3 years of supervised experience in social work, family support and/or the early childhood field. • Experience supporting families with complex needs (trauma, homelessness, poverty, child welfare involvement)

ESSENTIAL DUTIES AND RESPONSIBILITIES	
	• Perform a broad range of duties to develop or enhance Smart Start's mission and relationships in the community; • Successfully complete and maintain all required training, certifications, and professional development for Parents as Teachers™, Circle of Parents, and other evidence-based/evidence-informed programs offered by SSNHC. • Implement Parents as Teachers™ and other assigned parent education programs with fidelity and in accordance with applicable program standards, policies, and requirements, including home visits, parenting and children's groups, screenings, referrals, and follow-up services. • Conduct developmental screenings, assessments of family needs, and other required assessments related to children's development, family well-being, parenting knowledge and skills, and access to resources, in accordance with program guidelines and prescribed schedules. • Build and maintain respectful, supportive, and culturally responsive relationships with families, parents, and parent leaders using strength-based approaches that promote parent leadership,

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resilience, family engagement, and family well-being.

- Provide timely information, resources, referrals, and follow-up to families based on identified needs; research and respond to requests for information or services as appropriate.
- Maintain accurate, timely, and confidential documentation of services provided, assessments, referrals, family progress, and other required information in program databases and records.
- Collaborate with parents, parent leaders, staff, community agencies, and other stakeholders to coordinate services, identify eligible or qualifying families, connect families with resources, and support effective program delivery.
- Participate in reflective supervision, team planning, case discussion, and other collaborative processes that support professional practice, continuous improvement, and quality service delivery.
- Assist with required reports, program documentation, audits, monitoring activities, quality improvement efforts, and other compliance requirements.
- Assist with planning and implementing outreach, community engagement, events, and activities that promote SSNHC programs and connect families with available services and resources.
- Represent SSNHC in community coalitions, committees, meetings, and other community activities as assigned.
- Provide translation and interpretation for SSNHC events and documents as needed.
- Perform other duties as assigned.

WORKING CONDITIONS

PHYSICAL DEMANDS

- Sitting or standing for long periods;
- Computer keyboarding, make use of close vision for reading and preparing reports;
- Assist with the physical set up and preparations for special events;
- Lifting up to 25 pounds.