

## **SY 24-25 Crosslake Community Schools Job Description**

**Position:** District Engagement Coordinator

**Location:** Crosslake Community School/Virtual Office

**FTE:** 1.0 FTE (0.5 Onsite / 0.5 Remote)

**Immediate Supervisor:** TBD; Executive Director or Director of Online Learning

### **Position Summary:**

The Engagement Coordinator (1.0 FTE) serves as a collaborative leader in overseeing student engagement initiatives, district-wide marketing efforts, and community/family outreach across both seat-based and online environments. Working in close partnership with the Director of Online Learning, District Technology Manager, District HR/Business Manager, District Assessment Coordinator, and other Coordinator roles, this position ensures integrated and cohesive delivery of engagement activities. The role aligns with CCS's mission to grow environmentally literate, community-impacting learners of excellence.

### **Core Values to Embody and Promote:**

1. Respect
2. Excellence
3. Learning
4. Integrity
5. Community

### **Essential Duties and Responsibilities:**

#### **Student Engagement**

- Collaborate with school leadership team to develop and implement a positive school culture and climate that promotes CCS's core values
- Partner with activity advisors and program leads to support student activities, leadership programs, and extracurricular clubs across both platforms
- Work with the Directors to ensure engagement initiatives seamlessly integrate virtual and in-person experiences
- Coordinate with teaching staff and the District Technology Manager to develop innovative ways to foster student connections
- Plan field trips in consultation with curriculum coordinators and teaching staff to ensure alignment with educational goals

#### **Family Engagement**

- Partner with coordinators and family liaisons to develop and implement comprehensive family engagement strategies

- Collaborate with event coordinators and staff to organize inclusive family activities such as puzzle derby, book bingo, and game nights
- Work with the technology team to establish and maintain effective digital communication channels
- Coordinate with district leadership to develop family resource centers and online portals
- Partner with educational specialists to plan parent education workshops and seminars
- Work with diverse staff members to ensure culturally responsive family engagement approaches

### **Community Engagement**

- Coordinate with district communications team on school-wide messaging and community events
- Partner with relevant staff and community leaders to plan and execute events such as:
  - Open House/Touch a Truck/Food Truck Night
  - Community celebrations and parades
  - Fundraising events
  - Service projects and charitable initiatives
- Work with PR team and district leadership on press releases and media relations
- Collaborate with librarians on strategic oversight of library operations
- Partner with service learning coordinators to track and report community service participation

### **Marketing and Promotion**

- Lead the district-wide marketing committee, facilitating collaboration between departments
- Work with enrollment team and communications staff on recruitment strategies
- Partner with technology team on digital marketing initiatives

### **Administrative Responsibilities**

- Actively participate in leadership cabinets, contributing to collaborative decision-making
- Work with technology team and operations staff on system improvements
- Partner with professional development coordinators on staff growth initiatives
- Collaborate with district leadership on required reports and documentation
- Participate in district-wide technology committee initiatives

### **Environmental Education**

- Work with environmental education staff to promote ecological literacy
- Coordinate with curriculum teams to integrate environmental themes into engagement activities

### **Requirements**

- Bachelor's degree in Education or related field; active pursuit of degree is acceptable
- Current Minnesota Teaching License or eligibility to obtain one
- 5+ years of education experience

- Strong collaborative leadership skills and team-oriented mindset
- Demonstrated ability to work effectively across departments
- Proficiency in educational technology and learning management systems
- Experience in marketing, public relations, or community outreach
- Commitment to environmental education and community engagement
- Excellent interpersonal and communication skills
- Understanding of FERPA and HIPAA regulations

**Desired Qualifications**

- Master's degree preferred
- 5+ years education experience, with 3+ years in leadership/community engagement
- Experience facilitating cross-functional teams and initiatives
- Background in collaborative event planning and marketing campaigns
- Track record of developing inclusive engagement strategies

**Work Schedule and Agreement**

Contact Days: 185 days (175 school calendar days + 15 additional days)

Office Hours (0.5 Onsite / 0.5 Remote): 7:45 AM - 3:45 PM, with flexibility for evening/weekend events

**Salary Range**

\$40,000 - \$50,000

**Benefits Package**

Benefits package will be available at the interview for review.

*\*Note: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.\**

**Board Approved: [Date TBD]**