



JOB DESCRIPTION

JOB TITLE

Engagement Lead - Online

FTE/HOUR ALLOTMENT

1.0 FTE (40 hours per week)

REPORTING STRUCTURE

Reports to: Principal - Online

MISSION ALIGNMENT

Our Mission: To grow environmentally literate, community-impacting learners of excellence.

Our Vision: CCS strives to be a school where students build meaningful connections with each other, the community, and the environment through exceptional and relevant learning experiences.

DEPARTMENT/PROGRAM

Crosslake Community School Online Program

JOB SUMMARY/PURPOSE

The Online Engagement Lead plays a critical role in fostering a strong sense of connection and belonging within Crosslake's asynchronous online school. This position leads student and family engagement efforts, designs community-building experiences, and supports a cohesive virtual school culture that reflects the district's mission and values. By collaborating with staff across departments, the coordinator ensures that every learner feels seen, supported, and engaged. This role also contributes to district-wide outreach and innovation efforts, helping shape the future of learning at CCS.

STRATEGIC ALIGNMENT & EXPERIENCE IMPACT

This position supports our strategic directions and contributes to creating positive daily experiences by:

- **For Students:**
 - Designing innovative, accessible virtual experiences that foster a sense of belonging, engagement, and connection across the district
 - Championing student-centered program development by integrating emerging technologies, personalized pathways, and hybrid opportunities that reflect evolving student needs
- **For Staff & Community:**
 - Fostering a unified, collaborative culture by supporting cross-platform initiatives, professional learning, and shared leadership
 - Leading community engagement strategies that elevate the online program's visibility, align with district goals, and strengthen partnerships with families, local organizations, and broader networks

ESSENTIAL DUTIES AND RESPONSIBILITIES

- **Driving online student engagement** by designing and implementing inclusive, innovative strategies that promote connection, belonging, and participation in both virtual and in-person formats.
- **Leading the development of statewide in-person learning pods** to support social connection, academic collaboration, and equitable access for students in an asynchronous online setting.
- **Expanding college and career readiness pathways** by researching opportunities, building partnerships, and integrating aligned programming into the student experience
- **Collaborating with the Online Principal** to identify and implement program-specific engagement needs that align with school-wide goals.
- **Partnering with the in-person Engagement Lead** to unify district-wide initiatives and ensure consistent experiences across platforms.

- **Building and sustaining family engagement strategies** that include virtual communication, online training, and bridge-building between virtual and physical school communities.
- **Monitoring and enhancing school climate and culture** by collecting feedback, analyzing trends, and implementing systems that foster inclusion, trust, and shared values.
- **Innovating virtual engagement practices** by identifying emerging digital technologies and designing scalable, future-ready initiatives aligned with student and staff needs.
- **Leading virtual components of district-wide events**, including orientation, celebrations, and outreach efforts, to ensure inclusive access and full participation.
- **Co-chairing the district marketing committee** to shape messaging, increase enrollment, and elevate CCS's online identity.
- **Supporting the District Superintendent** in public relations, community partnership development, and representing the online school at LAKE Foundation, Chamber, and city meetings.
- **Training students, families, and staff** on using key digital platforms and engagement tools to improve access, communication, and participation.
- **Managing integration of online engagement platforms** to ensure smooth operation, user access, and alignment with CCS digital learning goals.
- **Exploring trends in virtual environmental education** and integrating them into programming that supports CCS's mission of growing environmentally literate learners.
- **Designing and piloting new engagement programs** that test forward-thinking approaches and improve the overall experience for online students and families.
- **Creating inclusive, student-centered learning environments** that promote respect, rapport, and a sense of belonging for all learners
- **Collaborating with grade-level teams and school staff** to align instructional plans, share strategies, and support school-wide initiatives such as Environmental Education (MESS-E and Salt Watch) and College/Career Readiness
- **Contribute to school culture and community building by actively supervising or serving on at least one club or committee**, supporting student engagement, collaborating with staff, or engaging in school-wide initiatives.
- **Maintaining professional responsibilities** including valid licensure, confidentiality, and accurate documentation of student performance and professional development
- **Communicating effectively with families and staff** to ensure student success, address concerns, and build strong school-home partnerships
- **Participating in school events and student/parent conferences** to strengthen community engagement and student support
- **Participating in team meetings, professional development, and committees** to support school goals, continuous improvement, and personal growth
- **Modeling and promoting the mission of the school**, including its focus on environmental education, equity, and a positive school climate
- **Supporting school operations and systems** by performing additional duties as requested and contributing to a positive and collaborative school culture

CORE VALUES DEMONSTRATED IN THIS ROLE

This position demonstrates our core values through:

- **Respect:** Building strong relationships with students, families, and colleagues by valuing diverse perspectives and designing engagement opportunities that are inclusive, culturally responsive, and accessible to all.
- **Excellence:** Leading innovative, future-ready engagement strategies that elevate the student experience and align with district-wide goals for continuous improvement and high-quality programming.
- **Learning:** Staying ahead of emerging trends in online education and digital connection to continuously improve virtual community-building and engagement practices.
- **Integrity:** Ensuring transparent communication, honoring commitments, and representing the school with professionalism in both internal and external partnerships.
- **Community:** Uniting online and seat-based communities through collaborative initiatives, virtual and in-person events, and engagement models that foster a sense of belonging across the entire district.

REQUIRED QUALIFICATIONS

- **Education:**
 - Bachelor's degree or active pursuit of a degree
 - Current Minnesota Teaching License or actively pursuing licensure
- **Experience:**
 - Minimum of 1 year of experience teaching, advising, or working with youth in an educational or advocacy setting
- **Knowledge/Skills:**
 - Strong understanding of Minnesota academic standards for Mathematics.
 - Effective asynchronous instructional planning
 - Ability to prioritize, stay organized, and manage multiple tasks independently and collaboratively
- **Technology Proficiency**
 - Demonstrated fluency with educational technology tools including Google Workspace (Docs, Meet, Drive, Calendar), Microsoft Office (Word, Excel, PowerPoint), and learning management systems (LMS).
 - Ability to integrate technology creatively and effectively into instruction and school operations, with a growth mindset toward emerging tools and practices, including AI.
- **Personal attributes:**
 - Commitment to environmental education and making a positive community impact
 - Excellent verbal and written communication skills
 - Demonstrated ability to communicate effectively across multiple modalities, including virtual one-on-one meetings with students (a core expectation), as well as through phone calls, email, chat, and optional group virtual instruction.

- Must be responsive, approachable, and committed to fostering strong connections in a fully online learning environment.
- Professionalism, adaptability, and a student-centered mindset

PREFERRED QUALIFICATIONS

- Experience teaching in an online or blended learning environment
- Familiarity with special education supports and inclusive instructional practices
- Experience working with diverse learners, including students with IEPs or English language learners
- Willingness to participate in or lead extracurricular activities or school events
- Experience with educational technology integration and innovation, digital instructional design, or AI-informed teaching practices.

WORKING CONDITIONS

- Remote work environment with a typical 8-hour workday
- Standard office hours are 10:00 AM–2:00 PM; remaining hours are flexible based on duties
- Annual schedule includes 185 workdays (prorated based on start date), including school and professional development days
- Frequent sitting and hand use (e.g., typing, computer work) required
- Occasional standing, walking, reaching, and crouching
- Must be able to talk and hear effectively to support virtual instruction and communication
- Occasionally required to lift and carry materials up to 25 lbs
- Occasional travel may be required for in-person collaboration or training
- Requires strong organization, independent time management, and the ability to collaborate virtually with staff and leadership

TERMS OF EMPLOYMENT

- **Agreement:** 185 school calendar days
- **Schedule:** 8 hours per day; general business hours are 7:45 a.m. to 3:45 p.m. with flexibility as needed
- **Position Type:** Remote
- **Technology Requirements:** Must maintain and regularly update Google Calendar as the school uses Google Workspace
- **Meeting Requirements:** Must attend all required weekly meetings including department, MTSS and full staff meetings
- **Delegation Structure:** Required to establish and maintain a clear delegation structure for the Online School during any absences
- **Salary Range:** \$45,200 - \$56,500 per year
- **Benefits:** Comprehensive benefits package including health insurance, retirement, and paid time off

DISCLAIMER

This position description accurately reflects the primary duties, responsibilities, and requirements of the role. It does not exclude other assigned duties not mentioned above. CCS is an equal opportunity employer committed to building an inclusive community of educators.

If interested, please send a resume and letter of interest to hiring@crosslakekids.org.

Board Approved: 12/15/2025

