



35808 County Road 66
P.O. Box 1020
Crosslake, Minnesota 56442
218-692-5437

Crosslake Community Schools Job Description

Position: District Engagement Coordinator - Online

Location: Virtual Office/Crosslake Community School

FTE/ Hour Allotment: 0.5 FTE

Immediate Supervisor: Executive Director

Position Summary:

The Online District Engagement Coordinator pioneers innovative approaches to virtual student engagement while maintaining district-wide cohesion. This forward-thinking position champions online program evolution while actively supporting unified district culture and next-generation cross-platform collaboration.

Core Values to Embody and Promote

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

Core Responsibilities

Program and District Leadership

- Work directly with Online School Director on program-specific needs
- Work directly with Seat-Based District Engagement Coordinator on district-wide specific needs
- Ensure Executive Director awareness of all school-level and district-wide initiatives
- Advocate for online program needs within unified district framework
- Support Executive Director in virtual community relations and press preparation
- Attend LAKE Foundation, Chamber, and city meetings with Executive Director
- Pioneer innovative approaches to virtual program development
- Identify emerging trends in online education and digital engagement
- Design future-ready virtual engagement strategies

Engagement and Culture

- Drive online student engagement while supporting cross-platform initiatives
- Foster staff unity across both platforms
- Build family engagement strategies bridging virtual and in-person experiences



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- Create virtual community connections supporting entire district
- Monitor and enhance climate/culture at program and district levels
- Develop innovative virtual engagement approaches
- Create forward-thinking digital community models
- Explore emerging technologies for virtual connection
- Design next-generation online event experiences

Innovation and Future Planning

- Research and implement emerging digital technologies
- Develop scalable, future-ready virtual initiatives
- Lead innovation in virtual engagement strategies
- Design pilot programs for new online approaches
- Explore emerging trends in virtual environmental education

Collaborative Functions

- Co-chair district marketing committee
- Coordinate with seat-based coordinator on unified initiatives
- Lead virtual components of district-wide events
- Manage online platform integration
- Train families and staff on digital platforms
- Support virtual environmental education initiatives

Requirements

- Bachelor's degree or active pursuit of degree
- Current Minnesota Teaching License or actively pursuing licensure
- Strong digital communication skills
- Proficiency in educational technology
- Understanding of FERPA and HIPAA regulations
- Commitment to environmental education

Expected Outcomes by April 2025

- Joint completion of comprehensive district-wide SWOT analysis (or similar tool) specifically around staff, students, families, community and beyond engagement with marketing efforts.
- Development of innovative unified engagement and marketing framework based on SWOT findings (or similar tool)
- Forward-thinking staff unity initiatives bridging programs
- Next-generation approaches to unified district culture
- Innovative cross-platform collaboration strategies
- Cutting-edge district-wide community building
- Future-focused marketing strategies aligned with unified growth

*Note: Both .5 FTE positions will collaborate on the SWOT analysis to ensure alignment with unified district vision and establish foundation for innovative strategic initiatives.

Frequency Chart:



CROSSLAKE
COMMUNITY SCHOOL

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Required to:	Never 0% of time	Occasionally 1- 33% of time	Frequently 34-66% of time	Continuously 66-100% of time
Stand		X		
Walk		X		
Sit		X		
Use hands		X		
Reach (hands/arms)		X		
Climb/Balance		X		
Kneel/Crouch/Crawl		X		
Talk			X	
Hear			X	
Taste/Smell		X		

Required to Lift:	Never 0% of time	Occasionally 1- 33% of time	Frequently 34-66% of time	Continuously 66-100% of time
Up to 10 lbs		X		
Up to 25 lbs		X		
Up to 50 lbs		X		
Up to 75 lbs	X			
Up to 100 lbs	X			
More than 100 lbs	X			

Salary Range:

Coordinator level – starting at \$20,000-\$25,000 for 0.5 FTE

Benefits Package:

Benefits package will be available at interview for review.



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Work Schedule and Agreement:

- Agreement Days: 185 days (175 school calendar days plus 10 additional days to be split between July, August and June.
- Hours during the day should include, but are not limited to being available during typical school day time per day: 8; general business hours are 7:30 a.m. to 3:30 p.m.
- School Days and Teacher Professional Development Days plus scheduled days in collaboration with Executive Director



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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: