



CROSSLAKE

COMMUNITY SCHOOL

Seat-Based Learning

JOB DESCRIPTION

JOB TITLE

Engagement Lead, In-Person School

FTE/HOUR ALLOTMENT

1.0 FTE (40 hours per week)

REPORTING STRUCTURE

Reports to: In-Person Principal

Collaborates with: Online Engagement Lead and all district-level staff

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

JOB SUMMARY/PURPOSE

The Engagement Lead plays a critical role in fostering a strong sense of connection and belonging within CCS's in-person school community. This position leads student and family engagement efforts, designs community-building experiences, and supports a cohesive school culture that reflects the district's mission and values. By collaborating with staff across departments, the Engagement Lead ensures that every learner feels seen, supported, and engaged.

STRATEGIC ALIGNMENT & EXPERIENCE IMPACT

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

For Students:

- Designing innovative, accessible in-person experiences that foster a sense of belonging, engagement, and connection across the district
- Championing student-centered program development by integrating community partnerships, environmental education, 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 strengthen the in-person program's connections with families, local organizations, and broader networks in alignment with district goals

ESSENTIAL DUTIES AND RESPONSIBILITIES

- **Driving in-person student engagement** by designing and implementing inclusive, innovative strategies that promote connection, belonging, and participation across school activities, events, and daily culture.
- **Leading event strategy and execution** for major school and community events as determined annually by the In-Person Principal, including seasonal celebrations, enrollment events, and end-of-year activities.

- **Coordinating community-based student programming** by maintaining relationships with local organizations that directly serve students and families, including community service programs, the public library, parks and recreation, community education, and local businesses supporting field trips and experiential learning.
- **Co-representing the in-person school alongside the In-Person Principal** at Chamber of Commerce meetings, community events, and local civic activities to strengthen school-community connections.
- **Collaborating with the In-Person Principal** to identify and implement program-specific engagement needs that align with school-wide goals, including attendance improvement initiatives, student recognition programs, and family engagement plans.
- **Partnering with the Online Engagement Lead** to unify district-wide initiatives and ensure consistent experiences across platforms, including alternating leadership on staff engagement programs.
- **Building and sustaining family engagement strategies** that include parent advisory support, family resource nights (parenting, financial planning, cooking), newsletter communications, and bridge-building between in-person and online school communities.
- **Monitoring and enhancing school climate and culture** by collecting feedback, analyzing trends, and implementing systems that foster inclusion, trust, and shared values in cooperation with the school climate committee and In-Person Principal.
- **Coordinating field trips and experiential learning** including venue contacts, transportation logistics, documentation, family communication, and coordination of visiting presenters and programs.
- **Leading in-person components of district-wide events**, including orientation and celebrations, to ensure inclusive access and full participation.
- **Providing program-level content to the District Marketing Coordinator** including engagement data, student stories, event highlights, and photos to support district-wide marketing and enrollment efforts.
- **Coordinating student clubs, activities, and reading programs** and serving on or leading at least one club or committee to support student engagement.
- **Supporting school fundraising efforts** as directed by the In-Person Principal and in coordination with PTO.
- **Innovating in-person engagement practices** by identifying emerging trends, designing scalable initiatives, and piloting new programs that improve the overall experience for students and families.
- **Exploring trends in environmental education** and integrating them into programming that supports CCS's mission of growing environmentally literate learners, including coordination of MESS-E and Salt Watch initiatives. Collaborate with Community vendors and resources such as the loon center, WAPOA, DNR, and Army Corps of Engineers

Collaborative & Operational Responsibilities:

- Intercollaborate with MnMTSS framework pillar/component leaders, including PLC support, data-based decision making, and professional development assistance
- Collaborate with grade-level teams, the Teaching and Learning Coordinator, and school staff to align engagement plans with instructional priorities and school-wide initiatives
- Support staff recognition, new teacher onboarding assistance, and methodical staff engagement incentives
- Coordinate library scheduling with in-house and community library partners
- Maintain community resource lists and coordinate essential supply needs
- Maintain professional responsibilities including current or in-progress licensure, confidentiality, and accurate documentation
- Communicate effectively with families and staff to ensure student success, address concerns, and build strong school-home partnerships
- Participate in school events, student/parent conferences, team meetings, professional development, and committees
- Model and promote the mission of the school, including its focus on environmental education, equity, and a positive school climate
- Support school operations and systems by performing additional duties as requested

CORE VALUES DEMONSTRATED IN THIS ROLE

This position demonstrates our core values through:

- **Respect:** Building strong relationships with students, families, staff, and community partners 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 community engagement, environmental education, and student connection to continuously improve engagement practices.
- **Integrity:** Ensuring transparent communication, honoring commitments, and representing the school with professionalism in all interactions.
- **Community:** Uniting in-person and online communities through collaborative initiatives, district-wide 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
- Demonstrated experience in event planning, community engagement, or student activities coordination

Knowledge/Skills:

- Strong organizational and project management abilities
- Public speaking and presentation skills for school events and family engagement
- 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 engagement programming 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 in-person interactions, phone calls, email, and virtual platforms
- Must be responsive, approachable, and committed to fostering strong connections within the school community
- Professionalism, adaptability, and a student-centered mindset

PREFERRED QUALIFICATIONS

- Experience with environmental education programming
- Background in event planning or family engagement programming
- 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 practices

WORKING CONDITIONS

- In-person work environment at the CCS campus with a typical 8-hour workday
- Occasional evening and weekend commitments limited to major school and community events
- Annual schedule includes 185 school calendar days (165 instructional days + 20 professional development and planning days), prorated based on start date
- Frequent standing, walking, and interaction with students, families, staff, and community members
- Occasional sitting and hand use (e.g., typing, computer work) required
- Occasional reaching and crouching
- Must be able to talk and hear effectively to support instruction and communication
- Occasionally required to lift and carry materials up to 25 lbs
- Occasional local travel for community meetings and event coordination
- Requires strong organization, independent time management, and the ability to collaborate 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 for evening/weekend events as needed (limited to core events)
- Position Type: In-Person with occasional local travel for community meetings
- 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, Marketing, MnMTSS, and full staff meetings
- Delegation Structure: Required to establish and maintain a clear delegation structure during any absences
- Summer Flexibility: Option for adjusted schedule for event planning and preparation
- Professional Development: Funding for engagement-related professional development
- Salary Range: **Engagement Lead pay scale**

- 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](mailto: hiring@crosslakekids.org).

APPROVAL SIGNATURES

Position Description Creator: _____ Date: _____

Immediate Supervisor Approval: _____ Date: _____

Human Resources Review: _____ Date: _____

Board Approved Date: _____

