



JOB DESCRIPTION

JOB TITLE

District Marketing Coordinator

FTE/HOUR ALLOTMENT

0.5 FTE (up to 20 hours per week)

REPORTING STRUCTURE

Reports to: District Superintendent

COLLABORATES WITH

Online Principal, In-Person Principal, Family and Community Engagement Coordinators, Technology Manager, Technology Coordinator, District Cabinet

DEPARTMENT/PROGRAM

District-wide position supporting both Online K-12 and In-Person PreK-8 Programs

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.

JOB SUMMARY/PURPOSE

The District Marketing Coordinator serves as the primary marketing strategist and coordinator for Crosslake Community Schools, operating under the direction of the Superintendent. This role provides leadership and oversight of the district's marketing and communications efforts, ensuring consistent messaging, brand integrity, and alignment with district goals.

The Coordinator develops and executes marketing initiatives that promote both the Online K–12 and In-Person PreK–8 programs as one unified district with two unique schools. Responsibilities include overseeing digital communications, marketing content creation, multimedia production, and public-facing messaging to support enrollment growth, community engagement, and district visibility.

As a member of the District Cabinet, the Coordinator collaborates with district leadership, school staff, and community engagement teams to ensure cohesive and strategic marketing communications.

CORE VALUES DEMONSTRATED IN THIS ROLE

This position demonstrates our core values through:

- **Respect:** Representing students, families, and staff with dignity and care in all public-facing communications, ensuring diverse voices and perspectives are reflected authentically across district messaging.
- **Excellence:** Delivering high-quality marketing content and strategy grounded in data, analytics, and continuous improvement to elevate the district's visibility and reputation.
- **Learning:** Staying current with evolving digital marketing trends, platforms, and best practices to ensure CCS communications remain innovative, relevant, and effective.
- **Integrity:** Maintaining brand consistency, honoring district messaging standards, and ensuring all communications are accurate, transparent, and aligned with Superintendent direction.
- **Community:** Partnering across schools, departments, and stakeholders to tell the unified CCS story—strengthening connection, belonging, and shared purpose through strategic communication.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Marketing Leadership & Strategy

- Lead development and execution of district-wide marketing plans aligned with strategic priorities and enrollment goals.
- Maintain consistent brand identity across all platforms and materials.
- Provide recommendations, analytics, and performance insights to the Superintendent.
- Coordinate marketing initiatives with external partners and manage approved marketing budgets.

Digital Marketing & Communications Oversight

- Oversee the district website, ensuring accurate, accessible, and user-friendly content.
- Manage and guide district social media strategy across all platforms.
- Develop coordinated content plans that represent both schools equitably and align with district messaging.
- Monitor engagement data and adjust marketing strategies accordingly.

Content Creation & Multimedia Production

- Create and manage marketing content including graphics, written communications, videos, and podcasts.
- Coordinate photography, video, and multimedia storytelling to showcase district programs, students, and events.
- Ensure all public-facing content reflects district branding and communication standards.

Communications and Public Relations

- Support development of district communications, including newsletters, press releases, and public messaging.
- Align marketing efforts with enrollment timelines and district initiatives.
- Assist in public relations and crisis communications under Superintendent direction.

Collaboration & Cross-Functional Partnership

- Collaborate closely with Family and Community Engagement Coordinators to align marketing efforts with outreach and engagement initiatives.
- Partner with the District Marketing Committee to support coordinated planning, idea development, and implementation of marketing priorities.
- Work with principals, district leadership, and staff to ensure school-specific initiatives align with district-wide messaging and branding.
- Engage with stakeholders—including families, community members, and external partners—to promote strong communication and consistent representation of district programs.
- Coordinate with technology and operational staff to ensure platforms and communication tools support marketing goals.

Organizational Support & Leadership

- Serve on the District Cabinet and collaborate with principals, engagement coordinators, technology staff, and other district leaders.
- Support community events and engagement efforts through strategic marketing communication.
- Participate in professional development and contribute to cross-department collaboration.

SUPERVISION & DECISION-MAKING

The District Marketing Coordinator works under the direct supervision of the Superintendent. Strategic direction, brand standards, and final approval of district-wide communications remain under Superintendent oversight.

QUALIFICATIONS

Required:

- Bachelor's degree in Marketing, Communications, Public Relations, Journalism, or related field (or equivalent professional experience)
- Minimum 2–3 years experience in marketing, social media management, or communications
- Demonstrated proficiency with social media platforms (Facebook, Instagram, TikTok, YouTube)
- Experience with website content management systems
- Strong written and verbal communication skills
- Graphic design skills and familiarity with design software (Canva, Adobe Creative Suite, or similar)
- Video editing capabilities
- Ability to work independently while collaborating effectively with diverse teams

Preferred:

- Experience in K–12 education marketing or nonprofit communications
- Podcast production experience
- Knowledge of SEO best practices and Google Analytics
- Photography skills
- Experience with email marketing platforms
- Familiarity with Minnesota charter school landscape

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

TERMS OF EMPLOYMENT

- **Agreement:** 12-month, year-round position, ____days
- **Schedule:** 4 hours per day; Flexible schedule with core hours during school operations; occasional evening/weekend work for events
- **Location:** Hybrid position with work from Crosslake campus and remote options
- **Technology Requirements:** Must maintain and regularly update Google Calendar as the school uses Google Workspace
- **Salary Range:** \$22,500–\$30,000 annually (commensurate with experience)
- **Benefits:** Benefits package per district policy for part-time employees

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).

Board Approved: _____