



Director of Communications & Community Engagement

Addenbrooke Classical Academy | *Lakewood, Colorado*

- **Position Type:** Non-Exempt / Hourly (30–40 hours per week)
- **Pay Range:** \$25.00 – \$28.00 per hour (commensurate with experience)
- **Reports To:** Executive Director

Why This Position Exists

At Addenbrooke Classical Academy, our vision is to cultivate free and independent thinkers through classical liberal arts education—equipping students in body, mind, and spirit to live virtuous, flourishing lives. We believe that true education does not happen in isolation; it thrives within an intentional, connected, and supportive community where school and home are deeply aligned.

The **Director of Communications & Community Engagement** exists to bring this vision to life for every family. Education is a partnership, and parents are the primary educators of their children. This role serves as a vital bridge—translating ACA's timeless classical mission, vision, and values into transparent, regular communications that inspire trust, deepen understanding, and foster a lasting sense of community.

From the moment a prospective family takes their first tour to the day their student graduates from high school, this position ensures that our mission is clearly communicated, our culture of virtue is celebrated, and every family feels authentically connected to the heart of the Addenbrooke community.

Position Summary

Addenbrooke Classical Academy (ACA) seeks a dynamic, mission-aligned, and strategic **Director of Communications & Community Engagement** to elevate, unify, and streamline communication across our thriving Pre-K through 12th-grade community.

Reporting directly to the Executive Director, this pivotal role is responsible for shaping the narrative of our school, fostering a warm and engaged parent culture, celebrating our dedicated educators, managing school-wide recruitment systems, and showcasing the distinct value of an ACA classical education. The ideal candidate is both a strategist and a practitioner—capable of seeking and reviewing stakeholder feedback and building communication systems, while also creating inspiring content across digital, print, and social media channels.



Primary Goals & Objectives

- **Anchor Families in Mission, Vision, & Values:** Communicate ACA's classical philosophy clearly and compellingly so that both new and returning families deeply understand and connect with the school's core purpose.
- **Drive Comprehensive Enrollment & Onboarding:** Design and manage systems for prospective family tours, recruitment events, and seamless onboarding communications for new families PK–12, while actively prioritizing student retention and building sustained demand and enrollment growth through High School.
- **Cultivate Parent & Family Engagement:** Build open, collaborative, and meaningful relationships between the school and parents.
- **Strengthen School Culture & Mission Alignment:** Ensure all messaging celebrates classical education, character formation, and student growth in virtue.
- **Communicate Virtue & Character Growth:** Establish consistent frameworks to share and celebrate student growth in virtue, character, and scholarship with families.
- **Celebrate Faculty & Staff:** Highlight the passion, expertise, and daily impact of our teachers and staff.
- **Build Transparent Communication Systems:** Ensure clear, consistent, and predictable communication flows across all grade levels.

Essential Responsibilities

1. Mission Communication & New Family Onboarding

- Serve as a primary storyteller of ACA's mission, vision, and core values across all platforms.
- Manage end-to-end recruitment and enrollment communication activities, including family tours, information nights, shadow days, and open houses across PK–12.
- Develop warm, informative, and intentional onboarding communication workflows for newly enrolled families to introduce them to Addenbrooke, classical education, school traditions, and expectations.
- Create targeted marketing and communication strategies across all grades while also emphasizing high school matriculation, and refined messaging to recruit students in secondary grades.

2. Communication Systems, Website, & Publications

- Design and maintain organized, predictable systems for school-wide communications, including weekly/monthly newsletters, announcements, and administrative updates.
- Support a continuous modernization and ongoing management of the ACA website to ensure it is relatable, intuitive, user-friendly, and reflective of the school's mission.
- Create standardized communication templates and brand guidelines for staff and administration to ensure consistency across all programs.



3. Social Media & Digital Storytelling

- Direct and execute ACA's social media strategy (content creation, photography/videography, scheduling, and community interaction).
- Share regular stories of student achievements, classroom insights, athletics, fine arts, and classical learning moments that bring the ACA community to life online.
- Monitor channel metrics and engagement to refine messaging and expand the school's digital reach.

4. Community Events & Culture

- Partner with administration and parent groups to promote, highlight, and document events that celebrate ACA's culture (e.g., fine arts showcases, athletic events, classical traditions, and family gatherings).
- Design regular strategies and campaigns to publicly recognize, celebrate, and honor teachers and staff throughout the school year.

5. Audience Research & Strategic Messaging

- Conduct surveys, focus groups, and fact-finding initiatives to analyze parent and student perceptions, communication preferences, and needs.
- Translate insights into targeted messaging strategies that resonate deeply with current and prospective families while remaining firmly anchored in ACA's vision, mission, and values.

Qualifications

Required

- Professional training in Communications, Public Relations, Marketing, Journalism, Business Administration, or a related field.
- Experience managing communications, social media, website content, admissions/recruitment, or community engagement.
- Exceptional written, verbal, and visual storytelling skills.
- Proficiency with website content management, email messaging, text-based messaging, and social media management.
- Strong organizational skills with the ability to build and execute multi-step processes (e.g., tour schedules, onboarding sequences).
- Deep alignment with the mission, values, and educational philosophy of Addenbrooke Classical Academy.

Preferred

- Experience conducting qualitative research, focus groups, or community surveys.
- Experience in charter school recruitment, admissions management, or marketing.
- Skills in photography, video editing, or graphic design (e.g., Canva, Adobe Creative Cloud).



Desired Characteristics

- **Mission Champion:** Enthusiastic about classical education and capable of articulating its unique benefits to diverse audiences.
- **Parent Partner:** Dedicated to collaborating closely with parents, communicating effectively, and honoring their role as primary and ultimately responsible for their children's education.
- **Systems Minded:** Passionate about creating organized, repeatable processes for communication, tours, and family onboarding.
- **Relational & Welcoming:** Warm, approachable, and skilled at building trust with current and prospective families, staff, and leadership.
- **Proactive & Creative:** Resourceful in identifying opportunities to celebrate the community and share the ACA story.

How to Apply

To apply for this position, please visit the Addenbrooke Classical Academy [Human Resources page](#) and complete the online employment submission form.

When submitting your application, please ensure you include:

- **Current Resume**
- **Cover Letter**
- **Contact Information for Three Professional References** who can speak to your qualifications and fit for this role (*one reference must be your most recent supervisor*). Please include the contact's name and phone number. A written letter is not needed.