



CHERRY CREEK ACADEMY

*"Building Our Future of Academic Excellence
in a Value Rich Community"*

Director of Community Engagement Job Description

Cherry Creek Academy (CCA) is an academically rigorous public charter school serving students from kindergarten through eighth grade. CCA utilizes the Core Knowledge® curriculum and values academic achievement, character development, and community service.

We are looking for an exceptional, self-driven and motivated individual to fulfill the role of the Director of Community Engagement.

Summary:

The Director of Community Engagement is a strategic leader responsible for cultivating and strengthening relationships between the K-8 charter school and its diverse community. This role encompasses developing and executing comprehensive communication strategies, actively engaging with key stakeholder groups, supporting human resources functions, and contributing to student admissions processes.

The Director serves as the primary storyteller for the school, ensuring consistent and compelling messaging across all platforms. This position requires a highly organized, proactive, and collaborative individual with exceptional communication and interpersonal skills.

Responsibilities:

Communication/Content Generation:

- Develop and implement external communication plans to effectively share the CCA story, successes, and values through all relevant media channels.
- Manage the school's external print and digital communications, ensuring brand consistency and high quality.
- Create and manage website content, ensuring accuracy, relevance, and engaging design.
- Write and disseminate school wide communications and proactively pitch stories to media outlets.
- Develop and execute social media strategies to build community, enhance engagement, and promote the school.
- Create and distribute engaging newsletters and email blasts to various stakeholder groups.
- Develop and manage emergency communication protocols and messaging.
- Proactively stay informed about campus activities (elementary and middle school) to generate timely and relevant media content.
- Oversee the creation and distribution of weekly teacher and staff newsletters.

- Serve as the Editor-in-Chief of The Eagle, CCA's weekly newsletter, ensuring timely and informative content.
- Update and maintain all school calendars across various platforms.
- Create individual student awards and design engaging flyers for recognition ceremonies.
- Manage and oversee all school photography and photographers, ensuring high-quality visual content.
- Take photos at various campus events to capture key moments and stories.
- Coordinate picture days with the contracted School Photographer Vendor, including creating and managing appropriate schedules.

Website and Mobile App:

- Collaborate with the CCA Executive Director and Board to maintain the vision and brand integrity of the CCA website.
- Design and update web pages as needed to ensure user-friendly navigation and engaging content.
- Regularly review and update the website to ensure accuracy, relevancy, and functionality.
- Follow all accessibility guidelines as outlined by HB21-1110: Colorado Laws for Persons with Disabilities

Community Outreach:

- Serve as the primary liaison with the Parent Teacher Organization (PTO), fostering strong communication and collaborative initiatives.
- Act as the key point of contact and support for the school's Foundation, working to advance its goals and fundraising efforts.

Human Resources:

- Create compelling and accurate job postings to attract qualified candidates.
- Review candidate resumes and applications to identify suitable individuals.
- Oversee the onboarding process for all new hires, ensuring a smooth and welcoming transition.
- Effectively communicate job postings through various channels and manage all tasks associated with staff recruitment.
- Accurately maintain minutes for all Committee and Board meetings.
- Manage the school's volunteer database, track volunteer hours, and provide monthly analysis reports on volunteer engagement.
- Other duties as assigned

Admissions:

- Maintain and manage a waitlist of prospective students, currently exceeding 4,000, by accurately collecting and entering applications.
- Efficiently process requests to modify existing applications.
- Provide timely and informative updates to all families on the waitlist.

- Oversee and manage all aspects of school enrollment, including processing student withdrawals, issuing offers of admission, and managing acceptances.
- Conduct informative school tours for prospective families in collaboration with the School Counselor and/or Principal.
- Act as the primary liaison for new families, facilitating a smooth transition into the school community.
- Work closely with the Cherry Creek School District to ensure accurate and compliant enrollment processes for both new and existing families.
- Collect, analyze, and report monthly student attrition data to school administration and board members.

Qualifications:

- Bachelor's degree in communications, public relations, marketing, human resources, education, or a related field.
- Proven and significant experience in community engagement, communications, marketing, and ideally some experience in human resources and admissions, preferably within an educational setting (K-12 charter school experience a plus).
- Exceptional written and verbal communication skills, with the ability to craft compelling narratives for diverse audiences.
- Strong interpersonal and relationship-building skills, with the ability to effectively collaborate with various stakeholders.
- Demonstrated proficiency in using various communication platforms and technologies, including website content management systems (CMS), social media platforms, email marketing software, and basic graphic design principles.
- Excellent organizational and project management skills, with the ability to manage multiple priorities and meet deadlines effectively.
- Ability to work independently, take initiative, and contribute effectively as part of a team.
- Strong attention to detail and accuracy.
- Passion for the mission and values of a K-8 charter school and a commitment to serving the school community.

This job description is intended to provide a comprehensive overview of the responsibilities and requirements of the position. It is not intended to be an exhaustive list of all duties and responsibilities. The school reserves the right to modify or change the job description as needed.

Job Type: Full-Time

Starting Salary Based on Experience: \$75,000

Job Posting: Monday, April 21, 2025 - Wednesday, April 30, 2025

