



## Job Description

Prepared/Revised: April 2021

Job Title: **Culture and Engagement Manager**  
 Job Family: **Non-Certified**  
 Pay Program: **Administrative**  
 Typical Work Year: **12 months**

Job Code: **3003**  
 FLSA Status: **Ex - A**  
 Pay Range: **L13**

**SUMMARY:** Provide strategic leadership and direction for Adams 12 Five Star Schools' internal and external engagement initiatives across diverse populations with the purpose of growing cohesion and a shared culture with a clear and consistent alignment to the district's values, vision, mission and goals, including the district's strategic plan. Provide leadership for these initiatives/programs, utilizing content experts throughout the organization as support staff and facilitators. Direct and supervise assigned staff and functions.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:** *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Job Tasks Descriptions	Frequency	% of Time
1. Provide strategic leadership and direction for the diverse engagement of both staff and the Adams 12 Five Star community in support of the school district's values, vision, mission and goals, including strategies for the development and advancement of the district's strategic plan. This includes creating, leading and managing programs such as the Five Star Leadership Academy; the Superintendent's Student Leadership Council; a resource and networking a group for parent leaders of community engagement districtwide; and a districtwide internal ambassador and leadership training academy. Build capacity both internally and externally to reach a diverse staff and multicultural community to achieve district goals through engagement that is participatory, inclusive, deliberative and collaborative.	D	35%
2. Provide organizational leadership and strategic thinking to ensure both internal and external messaging aligns to and reinforces the district's culture, values, vision and mission across diverse staff roles and multicultural community. Provide direction and oversight of a variety of district communication methods including senior level messaging and strategic thinking; communications tactics including email, flyers and video, website; and human resources tactics such as the staff handbook, new hire orientation and employee recruitment. In partnership with Communications Services, work cross-functionally within and outside the organization regarding appropriate marketing/communications materials, media and promotion of culture and engagement efforts for internal and external audiences across a diverse population of community including Spanish speakers. Write, edit and produce various print and electronic communications such as newsletters, brochures, presentations, web content, social media content and others as required.	D	20%
3. Provide strategic leadership to create and sustain a culture of trust, collaboration and ownership by creating and leading the implementation of processes and programs that grow internal cohesion and a shared culture. Using data from annual climate and culture surveys, provide strategic support and establish best practices for district leadership to promote open and transparent communication, staff inclusion and positive morale. Promote and engage district staff through an internal leadership and ambassador academy. Provide strategic guidance to recruiting teams to develop consistent messaging and marketing for recruiting new teachers and district employees. Select and develop culture ambassadors throughout the organization.	D	20%
4. Supervise assigned staff and direct work functions. Evaluate job performance, delegate duties, responsibilities and functions effectively.	W	15%
5. Engage with non-profit, civic and business organizations to cultivate involvement in and support for Five Star District schools. Work to foster community engagement by identifying key stakeholders and new support networks for the district, schools and programs. Develop and maintain an opinion leader network. Serve as an ambassador for Adams 12 Five Star Schools at community functions as needed.	W	5%
6. Support various project and departmental teams, providing consultation, recommendations and advice	W	3%

for appropriate internal and external outreach and communication strategies to reinforce district culture, and support the district's goals and objectives. Design and facilitate training for implementation of community and staff engagement activities		
7. Perform other duties as assigned.	Ongoing	2%
	<b>TOTAL =</b>	<b>100%</b>

**EDUCATION AND RELATED WORK EXPERIENCE:**

- Bachelor's degree in public relations, communications, journalism, community engagement or related field.
- Five years or more of related experience.

**LICENSES, REGISTRATIONS or CERTIFICATIONS:**

- Current Colorado Driver License
- Criminal background check required for hire.

**TECHNICAL SKILLS, KNOWLEDGE & ABILITIES:**

- Excellent interpersonal, analytical, critical thinking and problem-solving skills.
- Ability to communicate organizational goals with urgency to both employees and external stakeholders with confidence and credibility
- Ability to organize, facilitate and moderate effective two-way communication.
- Speak in public and deliver presentations to internal and diverse external audiences.
- Work under pressure and within tight time frames.
- Take a broad, systematic approach to evaluating business needs.
- Evidence of organizational, planning and time management skills.
- Excellent verbal and written communication skills, and strong proofreading/editing skills.
- Demonstrate knowledge of the dynamics of interpersonal relations in one-on-one and group situations.
- Customer service and public relations skills.
- Ability to collaborate with staff on various projects.
- Ability to manage multiple short- and long-term projects.
- Ability to rapidly adapt to emerging communications technologies and methodologies.
- Ability to promote and follow Board of Education policies, district policies and building department procedures.
- Ability to communicate, interact and work effectively and cooperatively with people from diverse ethnic and educational backgrounds.
- Ability to stay abreast of professional practices in the field of communications, public relations and community engagement through participation in professional organizations.

**MATERIALS AND EQUIPMENT OPERATING KNOWLEDGE:**

- Normal office equipment such as personal computer, printer, copier, fax, phone system, e-mail.

**REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:**

	POSITION TITLE	JOB CODE
<b>Reports to:</b>	Chief Communication Officer	3041

	POSITION TITLE	# of EMPLOYEES	JOB CODE
<b>Direct reports:</b>	Multicultural Engagement and Translation Specialist	1	3113

**OTHER:** The person in this position will need to flex their hours at times to accommodate scheduled community engagement and public participation programs/activities. Must have transportation to be able to go to various venues within and outside the district.

**PHYSICAL REQUIREMENTS & WORKING CONDITIONS:** *The physical demands, work environment factors and mental functions described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

<b>PHYSICAL ACTIVITIES:</b>	<b>Amount of Time</b>			
	<b>None</b>	<b>Under 1/3</b>	<b>1/3 to 2/3</b>	<b>Over 2/3</b>
Stand		X		
Walk		X		
Sit			X	
Use hands to finger, handle or feed				X
Reach with hands and arms		X		
Climb or balance		X		
Stoop, kneel, crouch, or crawl		X		
Talk			X	
Hear			X	
Taste	X			
Smell	X			

<b>WEIGHT and FORCE DEMANDS:</b>	<b>Amount of Time</b>			
	<b>None</b>	<b>Under 1/3</b>	<b>1/3 to 2/3</b>	<b>Over 2/3</b>
Up to 10 pounds			X	
Up to 25 pounds			X	
Up to 50 pounds		X		
Up to 100 pounds	X			
More than 100 pounds	X			

<b>MENTAL FUNCTIONS:</b>	<b>Amount of Time</b>			
	<b>None</b>	<b>Under 1/3</b>	<b>1/3 to 2/3</b>	<b>Over 2/3</b>
Compare			X	
Analyze			X	
Communicate				X
Copy		X		
Coordinate				X
Instruct		X		
Compute			X	
Synthesize				X
Evaluate			X	
Interpersonal Skills				X
Compile			X	
Negotiate		X		

<b>WORK ENVIRONMENT:</b>	<b>Amount of Time</b>			
	<b>None</b>	<b>Under 1/3</b>	<b>1/3 to 2/3</b>	<b>Over 2/3</b>
Wet or humid conditions (non-weather)	X			
Work near moving mechanical parts	X			
Work in high, precarious places	X			
Fumes or airborne particles	X			
Toxic or caustic chemicals	X			
Outdoor weather conditions	X			
Extreme cold (non-weather)	X			
Extreme heat (non-weather)	X			
Risk of electrical shock		X		
Work with explosives	X			
Risk of radiation	X			
Vibration		X		

<b>VISION DEMANDS:</b>	<b>Required</b>
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No special vision requirements.	
Close vision (clear vision at 20 inches or less)	X
Distance vision (clear vision at 20 feet or more)	
Color vision (ability to identify and distinguish colors)	X
Peripheral vision	X
Depth perception	X
Ability to adjust focus	X

<b>NOISE LEVEL:</b>	<b>Exposure Level</b>
Very quiet	
Quiet	
Moderate	X
Loud	
Very Loud	