



## Community Connection Coordinator

The Community Connection Coordinator is a vital member of The Rock Academy team, responsible for recruiting families, maintaining strong relationships with families, and building and strengthening partnerships within the community. This role involves coordinating outreach events, implementing family-focused programs, creating and maintaining content for our social media brand. This role is a bridge between the community and the school.

### Primary Responsibilities:

#### Recruitment: 80%

- Build and organize a recruitment process that includes calls, emails, home visits, and events and social media, among other strategies to reach prospective families
- Guide families through the admissions process, including applications and requirements
- Track recruitment data and follow up with leads to meet enrollment goals
- Collaborate with admissions and marketing teams to develop outreach strategies

#### Community Partnerships & Outreach: 10%

- Establish and maintain meaningful relationships with community organizations, businesses, and local agencies to provide resources and support for students and families.
- Conduct tours of the school for prospective students, families, and community members.
- Plan and execute fall and spring community events for students and families to foster engagement and unity.

#### Family Engagement & Programming: 5%

- Organize workshops for families to develop job-building skills, including resume writing, interview preparation, and professional attire.
- Act as a parent liaison to guide families and students through transitions within and beyond The Rock Academy.
- Create and maintain an alumni network to follow up with former students and their families.
- Write press releases, manage social media campaigns, and distribute brochures to raise awareness about The Rock Academy.

#### Administrative & Reporting: 5%

- Maintain a calendar of community engagement activities and events.

#### **Rock Academy's Mission:**

*The Rock Academy aims to re-engage disconnected youth, ensuring they succeed in the post-secondary pathway of their choice.*

**Website:** [www.therockacademynashville.org](http://www.therockacademynashville.org) **Email:** [help@therockacademynashville.org](mailto:help@therockacademynashville.org) **Phone:** (615) 596-1082

301 Northcreek Blvd #164, Goodlettsville, TN 37070



- Provide weekly reports to school administrators detailing progress, event outcomes, and partnership updates.
- Track and evaluate the effectiveness of outreach efforts and adjust strategies accordingly.
- Lead weekly recruitment team meetings

#### **Qualifications:**

- Bachelor's degree required, preferably in education, communications, social work, or a related field.
- Strong Social Media content creation and management
- Demonstrated experience in community engagement, program development, or related work.
- Proven ability to manage multiple projects and deadlines simultaneously.
- Exceptional interpersonal, communication, and organizational skills.
- Self-directed, proactive, and enthusiastic, with a goal-oriented mindset.
- Strong work ethic and ability to collaborate with students, staff, and community members.
- Experience working with children and families, particularly in an educational setting.
- Familiarity with Microsoft Office products, including Word, Excel, and PowerPoint.
- Alignment with the mission and vision of The Rock Academy.
- Experience in encouraging and fostering parental involvement is highly preferred.

#### **Terms of Employment:**

- **Work Schedule:** 180-day school year calendar with occasional evening and weekend events.
- **Compensation:** Salary is commensurate with experience and qualifications.

#### **How to Apply:**

Interested candidates may apply by clicking on this [application link](#) or by submitting a résumé, cover letter, and three professional references to [help@therockacademynashville.org](mailto:help@therockacademynashville.org). Selected candidates will be contacted for a formal interview.

Join us in making a difference and empowering students to achieve their full potential!

**The Rock Academy is an equal opportunity employer. We value diversity and are committed to creating an inclusive environment for all employees.**

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