

SANTA CLARA COUNTY OFFICE OF EDUCATION

CLASS TITLE: ASSISTANT DIRECTOR - CREATIVE IMPACT

BASIC FUNCTION

Under the direction of the Director III-Creative Impact, provides leadership and support to the Communications and Public Affairs Team to develop, design, review, coordinate and distribute information; implements tasks, events and the Superintendent's special projects to promote and enhance the work of the Santa Clara County Office of Education (SCCOE), schools, districts, and larger educational community.

The Assistant Director will provide direct oversight of curricular support activities to target student populations, as assigned; will oversee grant projects and services to identified student populations in addition to supervising and coordinates media and communications staff and project manage initiatives; will assist the Director III in serving as a resource to, and will work closely with, SCCOE staff and school and district personnel to ensure that programs and activities support high-quality pedagogy and the educational mission and vision; supervises and evaluates the performance of assigned personnel.

REPRESENTATIVE DUTIES

The following duties are examples of assignments performed by incumbents in this classification. It is not a totally comprehensive list of duties, nor is it restrictive regarding job assignments.

ESSENTIAL DUTIES

Leads multi-disciplinary teams and ensures that work produced is innovative, high-quality, and supports educational settings and initiatives.

Coordinates and manages programs and initiatives designed to serve the needs of high priority student populations, as assigned.

Develops, executes, and sustains comprehensive and wide-ranging internal and external communications for education, public affairs and community, press, and government relations audiences.

Assesses needs in the educational environment and makes recommendations, develops, plans, and coordinates strategies and deliverables for self and collaborative teams for the SCCOE.

Works with SCCOE and site-based educators and leaders to identify, design and carry through strategic public information initiatives, projects and events relevant to educators, educational leaders, parents, and community members; plans and provides relevant training to staff, county, and school district personnel.

Develops and supports systems to measure service outcomes, and coordinates continuous-improvement efforts based on formative and outcome data.

Provides proactive preparation support for County Board meetings and attends when needed; actively, regularly, and thoughtfully participates as a representative on committees as assigned.

Writes reports, proposals, fact sheets, educational assessments and projections, forms and other materials necessary to develop and maintain the SCCOE's position as an educational leader in Santa Clara County and California.

Establishes positive working relationships with SCCOE colleagues, representatives of community organizations, state/local agencies, management and staff, clients and the public.

Provides proactive guidance on current and anticipated programs, projects, issues, and plans.

Collaborates, coordinates, plans, and implements county-wide SCCOE events and special projects; promotes SCCOE's reputation and acts as SCCOE's representative at conferences, events, and special meetings to reinforce the important role of public education.

Drafts a variety of high-profile materials including op-eds, news releases, program "briefs," video scripts, and proposal texts; creates defined and intentional professional materials for agency-wide use.

Coordinates, participates, attends, and conducts a variety of meetings and committees; presents materials and information concerning educational initiatives, curriculum, operations and activities related to legislative action; represents the SCCOE at appropriate local, regional, and State meetings.

Completes special projects as assigned.

Trains and supports onboarding of new staff.

Supervises media and communications staff, as assigned by the Director III-Creative Impact.

Operates a computer and assigned software programs; operates other office equipment as assigned; drives a vehicle to conduct work as assigned.

KNOWLEDGE AND ABILITIES

KNOWLEDGE OF:

Extensive knowledge of educational leadership, school and district operations and environments, and the issues and challenges of schools and school districts;

Deep knowledge of the needs of targeted student populations and effective programs and activities to serve them;

Principles and practices of developing and maintaining effective public community, intergovernmental, media, and school relations;

Principles of educational leadership, adult learning (professional development), curriculum and continuous improvement;

Technical aspects of news media, public relations writing and printing;

Knowledge of educational and social issues and their impact on public education;

Oral and written communication skills;

Principles and practices of administration, supervision and training;

Interpersonal and collaboration skills including tact, patience and courtesy;

Operation of a computer and assigned software;

Professional and ethical practices of developing and maintaining effective public, community, and media, and school relations;

Principles and practices of ethical public information/ dissemination and marketing;

Preparation and dissemination of public information;

Knowledge of the principles and practices of educational equity; educational and social issues and their impact on schools, youth, and public education; educational equity goals;

ADVANCED SKILL IN:

Print and media relations;

Coordination of initiatives to address the needs of target student populations;

Working within school and district systems to implement research-based strategic initiatives;

Compelling writing, rewriting, editing diverse materials including but not limited to speeches, publications, OpEds, news releases, web content, social media, and sensitive correspondence;
 Use of data analytics to inform marketing and outreach decision-making;
 Project management;
 Record keeping;
 Exceptional written and oral communication and interpersonal communication;
 Communication in critical situations (orally and in writing), preparing detailed, accurate reports as well as correspondence and media releases.

ABILITY TO:

Design, plan and coordinate diverse and comprehensive public relations and communications;
 Establish positive working relationships within the county, including with elected officials, community leaders, and staff;
 Lead and coordinate systems and procedures for maintaining program activities in an organized manner;
 Communicate effectively both orally and in writing;
 Interpret rules, regulations, policies and procedures;
 Establish and maintain cooperative and effective working relationships with others;
 Analyze situations accurately and adopt an effective course of action;
 Prepare comprehensive narrative and statistical reports;
 Direct and sustain the maintenance of a variety of reports, records and files related to assigned activities;
 Plan, direct, and coordinate diverse and comprehensive public and community relations, communications, events, special projects and strategic directives;
 Work well under pressure, manage deadlines, and possess the ability to work effectively with both agency-based and non-agency based constituencies, as well as media;
 Collaborate and coordinate staff of motivated associates to achieve strategic goals;
 Maintain confidentiality;
 Be an effective resource to school districts and school district public information officers;
 Develop strategies to raise the regional, statewide, and national profile of SCCOE and its programs;
 Articulate complex plans and policies to external audiences;
 Articulate the importance of clarity and brand marketing to SCCOE staff;
 Lead a team to produce exceptionally high quality, innovative solutions to organization-wide programs;
 Communicate effectively orally and in writing to staff, partners, and the public-at-large;
 Plan and implement short- and long-term marketing and branding communication strategies.
 Work with persons from diverse backgrounds including school district personnel, families, teachers, and government leaders;
 Work independently with little direction; plan and organize work and department systems; meet schedules and timelines.

MINIMUM QUALIFICATIONS

Any combination equivalent to:
 Bachelor's degree required in education, public affairs, communications, journalism, or related discipline;
 An advanced degree in educational leadership, public affairs, communications, journalism, or related discipline is highly preferred;
 A minimum of 5 years of relevant job-related experience in educational leadership, public relations, public affairs, media, advocacy, communications or related fields, with demonstrated competence in strategy and communications;

Experience at a school district, county office of education or large nonprofit organization, including increasingly responsible certificated and/or administrative experience in a professionally-related position;
Writing experience in print and digital publications for diverse audiences;
Expertise in developing compelling content for web, multi-media and social media platforms, working with professional graphic designers, programmers, and technical professionals;
Impeccable attention to detail and follow up;
Evidence of excellent organizational, written, and oral communication.

PREFERRED QUALIFICATIONS

Fluency in Spanish or Vietnamese a plus, but not required
Experience with PK- 20 educational organizations

OTHER CHARACTERISTICS

Highly collaborative work style;
Exceptional writing/editing and verbal communications strategies;
Strong track record as an implementer who thrives on implementing multiple projects concurrently;
Relationship-builder, positivity and inclusion;
Flexible, high energy, maturity, educational leader with the ability to serve as a highly-valued and creative team member;
Commitment to work collaboratively with multiple constituent groups, including staff, trustees, program participants, and more;
Strong starter, able to work independently and entrepreneurially;
Innovative, resourceful, strategic, and visionary.

EDUCATION AND EXPERIENCE

Any combination equivalent to: master's degree in education (doctorate preferred) or related field and five (5) years of experience in a certificated position including three (3) years' experience in the administration of professional staff development, instructional leadership and/or curriculum development at a site, district or county level; experience in the areas of communication and public relations.

CREDENTIALS AND OTHER REQUIREMENTS

Valid California Administrative Services Credential
Valid California Teaching Credential or California Pupil Services Credential
Valid California driver's license

WORKING CONDITIONS

PHYSICAL DEMANDS:

Hearing and speaking to exchange information and make presentations;
Seeing to read a variety of materials;
Walking, bending, reaching, standing, and stooping;

May require occasional lifting/lowering, pushing, carrying, or pulling up to 20 lbs.;
Dexterity of hands and fingers to operate a computer keyboard

Approved: Anisha Munshi 5/27/2020
Anisha Munshi, Ed.D. Date
Assistant Superintendent-Personnel Services

Authorized: Mary Arh Dewan 5/27/2020
Mary Arh Dewan, Ph.D. Date
County Superintendent of Schools