

## SANTA CLARA COUNTY OFFICE OF EDUCATION

### **CLASS TITLE: ASSISTANT SUPERINTENDENT- EQUITY, EDUCATIONAL PROGRESS, AND PUBLIC AFFAIRS**

#### **BASIC FUNCTION:**

Under the supervision and direction of the County Superintendent of Schools, supervises and is responsible for the leadership, educational progress, equity, and public affairs programs and services of the Santa Clara County Office of Education (Office) and directly responsible for the following areas: Assessment & Accountability; Local Control Accountability Plan (LCAP) for School Districts; Differentiated Assistance, Accountability Dashboards, Civic Engagement; Research and Evaluation, State and Federal Programs, Public Affairs, and regional programs when assigned.

#### **REPRESENTATIVE DUTIES:**

##### **ESSENTIAL DUTIES:**

Develops, sustains, and supports districts as they develop and sustain exemplary P-12 educational programs, based on a thorough knowledge and understanding of current research in education, accountability, assessment and program design in all areas of comprehensive education.

Supervises, develops, executes and maintains sound public relations, marketing, and communications programs for the Santa Clara County Office of Education; directs and oversees media relations, advertising, marketing, public information and community relations; coordinates community outreach activities with Office divisions and departments; plans, develops, and monitors materials for presentations by the County Superintendent and Office staff; responsible for the public image of the Office.

Supervises the collaboration between the Office and school districts to establish needs and provide high-level facilitation, professional development, and technical assistance to support Local Control Funding Formula (LCFF) implementation and assistance in developing LCAP goals and services.

Coordinates professional learning for continuous improvement, improvement science, and evidence-based approaches to change integration and improved student outcomes.

Creates and encourages the management of programs and departments using proven organizational design and research-based organizational theory; creates and leads highly energized teams, characterized by honest and open communication, mutual respect, and commitment to the organization as a whole.

Initiates, establishes and maintains critical liaisons and partnerships with local, regional and state agencies which link with, and support Office programs; works effectively with diverse groups and points of view; listens to and communicates effectively with staff, students and members of the community.

Commits to exercising the Office's Strategic Plan in working with staff, solving problems and implementing change; identifies, selects, manages and evaluates staff in a manner which inspires outstanding performance and morale; directs, reviews, and approves division personnel management functions, such as, hiring and termination, staff development, employee evaluation and discipline.

Coordinates and guides the development and implementation of site, division, and Office plans based upon the Office's Strategic Plans and other plans, goals and objectives; provides leadership, directs, administers and supervises all marketing, and public relations, and community relations programs.

Provides responsive advice, counsel and education to administrators, faculty and staff on educational issues and trends; monitors educational trends in order to forecast the impact of those changes/trends upon the delivery of services by and for the Office.

Supports the Office's efforts to address, advocate and implement plans for early care, health, and education.

Ensures the timely preparation, maintenance and distribution of reports and records as required by federal, state, local and Office regulations; participates in state and local activities to promote the Office's interests in the area of educational services; applies excellent internal and external customer service and directs staff in developing excellent customer service practices; applies and uses effective interpersonal skills (tact, patience, courtesy); informs and updates the County Superintendent, County Board of Education, Cabinet, and school administration on educational services projects, operational changes, and service level objectives; informs senior management of potential problems before they occur and presents solutions.

Collaborates with Cabinet and division staff to ensure that LCAP, communications, and all other services under his/her supervision are available to the program staff of the Office.

Develops, reviews, and monitors project management standards for new and ongoing educational services projects; administers and interprets statutes, regulations, and policies concerned with the legal responsibilities of the division; reviews business and administrative educational processes for the possible application of new educational practices.

Participates at the executive level in the development and implementation of internal educational policies, procedures, and planning; prepares relevant reports to the County Board of Education and in Office division meetings; participates in the development of Office plans for a wide variety of subjects.

Maintains consistent and clear communications with Office administrators and staff regarding educational plans, timelines, needs, and vision; oversees and monitors budgets and responds to auditor concerns and findings.

Provides leadership; directs, administers and supervises cooperative relationships with various news media groups, community organizations, Office school sites/departments, and other civic, corporate and governmental agencies and marketing of the Office in a positive light.

Represents the County Superintendent at California County Superintendents Educational Services Association's (CCESSA) Curriculum Instruction Steering Committee (CISC), and ensures the timely and effective dissemination of information from meetings to staff, Cabinet, districts, and community.

Regularly communicates with the County Superintendent and supports the County Superintendent to implement the County Superintendent's vision for Equity, Educational Progress and Public Affairs.

Performs other related duties as assigned by the County Superintendent.

**REQUIRED MINIMUM SKILLS AND ABILITIES:** Demonstrated success as a strong and visionary leader; mastery skill in communicating in critical situations, both orally and in writing; mastery skill in financial and statistical analysis and control; mastery skill in creative and adaptive program planning, design, implementation, maintenance and evaluation; mastery skill in working with personnel management decisions; mastery skill in working with others in both authority and non-authority relationships on a routine basis.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

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

Preparing and disseminating public information;

Principles of leadership, training, and performance evaluation;

Principles and practices of advertising and marketing county programs and services;

Public education history;

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

Strategic planning in organization and management practices and print media relations;

General overall knowledge of Office's services and responsibilities of departments;

Budget preparation and control;

Applications, current research, and innovations in academic assessment and program evaluation;

State and Federal accountability systems and measures and how measures are calculated;

State and Federal legislation, and the impact to specific student groups including early education English Learners, low-income students, foster youth, students with disabilities and other underperforming student groups;

The Smarter Balanced Assessment Consortium and the Common Core State Standards;

Local Control and Accountability Plan/Local Control Funding Formula

Improvement Science

Oral and written communication skills;

Applicable laws, codes, regulations, policies and procedures;

Interpersonal skills using tact, patience and courtesy;

Operation of a computer and assigned software.

**ABILITY TO:**

Learn, interpret, and apply State Education Code, Governmental Code, federal and state regulations and other related regulations;

Plan, direct, and coordinate diverse and comprehensive public relations and communications;

Establish community networks and positive working relationships within the county, including elected officials, community leaders, and staff;

Supervise and evaluate the performance of assigned personnel;

Develop and implement operational guidelines and programs in accordance with County Board policies;

Coordinate systems and procedures for maintaining program activities in an organized manner;

Direct and evaluate the performance of assigned staff;

Communicate effectively both orally and in writing;

Speak and present to groups, facilitate meetings, training programs, and development discussions;

Synthesize information, strategically align functional areas and business needs to develop actionable content, recommendations, and results;

Interpret, apply and explain rules, regulations, policies and procedures;

Operate a computer and assigned office equipment;  
Meet schedules and timelines;  
Work independently with little direction;  
Plan and organize work;  
Prepare comprehensive narrative and statistical reports;  
Direct the maintenance of a variety of reports, records and files related to assigned activities.

**EDUCATION AND EXPERIENCE:**

Master’s degree from an accredited college or university with major course work or extensive experience in education; a doctorate degree is preferred; minimum of eight (8) years of job-related administrative experience with demonstrated competence in educational leadership, including five (5) years as a principal and/or school central office leadership.

**LICENSES AND OTHER REQUIREMENTS:**

Valid California Administrative Services Credential  
Valid California Elementary or Secondary Teaching Credential  
Valid California driver’s license

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Office environment  
Driving a vehicle to conduct work

**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 12/3/18  
Anisha Munshi, Ed.D. Date  
\*Director-Human Resources

\*Authorized by the County Superintendent of Schools Mary Ann Dewar