

SANTA CLARA COUNTY OFFICE OF EDUCATION

CLASS TITLE: COORDINATOR - COMMUNICATIONS AND STRATEGIC INITIATIVES

BASIC FUNCTION

Under the direction of the Director III-Creative Impact, the Coordinator designs, coordinates and implements recurring communications tasks, manages curricular and organizational support for grant initiatives, coordinates regional GeoLead activities and support the SCCOE Differentiated Assistance team, and manages other special projects which support and enhance the work of the Santa Clara County Office of Education (SCCOE), schools, districts, and larger educational community. The Coordinator may plan and conduct professional development in person or via distance learning in identified curricular areas, deliver technical assistance, develop curricular materials, coordinate events, support initiatives, prepare reports, manage project budgets, provide technical support and assistance to the field as well as conduct other related activities as assigned.

REPRESENTATIVE DUTIES

ESSENTIAL DUTIES

Assesses needs in the educational environment and makes recommendations, develops, plans, and coordinates strategies and deliverables for self and collaborative teams for the SCCOE; designs and implements organizational initiatives and communications relevant to schools, school districts, and communities throughout the county; plans for and executes the dissemination of information.

Cultivates relationships with grantors and grant-activity participants to manage and provide high quality coordination and support of curricular initiatives.

Coordinates regional activities related to state GeoLead in identified areas; plans and implements activities across departments to coordinate and deliver high caliber statewide Differentiated Assistance support activities.

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

Provides division Associate Superintendent and the County Superintendent with briefings on a wide-range of county, community, educational and public affairs issues as assigned.

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.

Coordinates program activities with agencies, service providers and non- profit services.

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 representation and acts as SCCOE's representative at conferences, events, and special meetings to reinforce the important role of public education.

Assists the County Superintendent and SCCOE in responding to and crafting proactive news, while also being responsive to media, elected officials, and the public at large.

Coordinates, participates, attends, and conducts meetings and committees; presents materials and information concerning SCCOE programs, education initiatives, curriculum, operations, and activities; represents SCCOE at appropriate meetings; completes special projects as assigned.

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

OTHER DUTIES

Performs related duties similar to the above in scope and function as required.

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;

Statewide accountability and assessment systems;

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;

Public education history;

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;

Ability to work with persons from diverse backgrounds including school district personnel, families, teachers, and government leaders.

ADVANCED SKILL IN:

Accountability and differentiated assistance systems;

Coordination and facilitation of multi-agency teams to produce high caliber deliverables within Santa Clara County and across California for specified grant projects;
Print and media relations;
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;
Coordinate systems and procedures for maintaining program activities in an organized manner;
Communicate effectively both orally and in writing;
Interpret and rules, regulations, policies and procedures;
Establish and maintain cooperative and effective working relationships with others;
Operate a computer and assigned office equipment;
Analyze situations accurately and adopt an effective course of action;
Meet schedules and timelines;
Work independently with little direction;
Plan and organize work;
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.

MINIMUM QUALIFICATIONS:

Any Combination equivalent to:

Bachelor's degree required in education, communications, public affairs, communications, journalism, or related discipline;
An advanced degree in educational leadership, communication, public affairs, communications, journalism, or related discipline is highly preferred;

A minimum of five (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;

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 and three (3) years of successful administrative and supervisory management experience at the school district office level; experience in the areas of communication and public relations; advanced degree in educational leadership preferred.

CREDENTIALS AND OTHER REQUIREMENTS:

Valid California Administrative Services Credential

Valid California Teaching Credential or California Pupil Services Credential

Valid California driver's license

Approved: Anisha Munshi
Anisha Munshi, Ed.D.
Assistant Superintendent-Personnel Services

5/27/2020
Date

Authorized: Mary Ann Dewan
Mary Ann Dewan, Ph.D.
County Superintendent of Schools

5/27/2020
Date