

## SANTA CLARA COUNTY OFFICE OF EDUCATION

### CLASS TITLE: COORDINATOR - STRATEGIC INITIATIVES

#### BASIC FUNCTION:

Under the direction of the Director III-Creative Impact and Public Affairs or designee, coordinates, develops, reviews, and distributes information; provides direction and leadership of strategic initiatives; serves as a resource to internal staff, district staff, and community partners.

#### REPRESENTATIVE DUTIES:

##### ESSENTIAL DUTIES:

Develops long and short-term plans; 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 as assigned.

Serves as a resource to program representatives and the Santa Clara County Office of Education; serves as a liaison for special assignments; serves on assigned task forces and committees.

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

Conducts special studies and in-services as needed; maintains current knowledge of educational and leadership literature.

Ensures that the collaborative work with other agencies is aligned with the vision of the County Superintendent and the goals of the Office.

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

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, initiatives, 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 relations.

Completes special projects as assigned.

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Supervises media and communications staff as assigned.

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

Performs other duties as assigned.

**KNOWLEDGE OF:**

Educational leadership, school and district operations and environments;

Issues and challenges of schools and school districts;

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

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

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

Interpersonal and collaboration skills including tact, patience, and courtesy;

Principles and practices of ethical public information/dissemination and marketing; Principles and practices of educational equity.

Operation of a computer and assigned software.

**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;

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 and community leaders;

Work independently with little direction; plan and organize work and department systems; meet schedules and timelines.

**LEADERSHIP TEAM COMPETENCIES:**

Develops and fosters effective individuals and teams;  
Operationalizes the organizational vision, mission, goals, shared values, and guiding principles;  
Demonstrates emotional intelligence;  
Models inclusive, effective, and authentic communication;  
Applies knowledge of the intersectionality of race, equity, and inclusion;  
Builds and sustains positive, trusting relationships;  
Conducts SCCOE operations with the highest moral, legal, and ethical principles.

**EDUCATION AND EXPERIENCE:**

Master's degree from an accredited college or university with major course work or extensive experience in education and/or communication, public relations, journalism, etc.; minimum of five (5) years of job-related administrative experience with demonstrated competence in educational leadership and public policy, including three (3) years as a school site leader, site director, and/or school district 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

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Approved:	Larry Oshodi Assistant Superintendent-Personnel Services	Date

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