

## **Santa Clara County Office of Education**

### **CLASS TITLE: DIRECTOR – PUBLIC AFFAIRS**

#### **Basic Function:**

Under the direction of the County Superintendent of Schools, serves as Public Information Officer; designs and implements strategic initiatives intended to support and enhance the work of the Santa Clara County Office of Education (SCCOE), schools, districts, and larger educational community; oversees the creative teams and ensures that work produced is innovative, high caliber, and supports educational settings and initiatives; develops, executes, supervises, and maintains comprehensive and wide-ranging internal and external communications; supervises staff to oversee public affairs and community, press, and government relations; and performs all other related duties as assigned.

#### **Representative Duties:**

##### Essential Duties:

Devises strategy, makes recommendations, assesses current trends issues and needs in the educational environment; develops, plans, directs, and coordinates communications, public affairs, strategy, and deliverables of the creative teams for the SCCOE; designs and implements the deployment of organizational initiatives and communications relevant to schools, school districts, and communities throughout the county; plans and directs the dissemination of information, including identification of target audience, message, format, and structure of communication; works with SCCOE and site-based and district level educators to identify and design strategic public information initiatives relevant to educators, educational leaders, parents, and community members; plans and provides training to staff, county, and school district personnel.

Serves as Public Information Officer and oversees public information; cultivates relationships with media and communications team as well as educational leaders; monitors issues impacting schools in the county.

Briefs the County Superintendent and Cabinet on public affairs-related issues, crisis and emergency situations and strategic issues in education in Santa Clara County and California; formulates plans of action and provides direction to employees to implement approved strategies in order to advocate and promote the SCCOE.

Supervises and directs assigned staff in research, planning and dissemination, public information and marketing, administrative services, special projects and support, County Board communications and in-house communication; monitors Public Records Acts requests and coordinates responses.

Develops and oversees systems to measure service outcomes and coordinate constant-improvements efforts based on outcome evaluations.

Ensures coordination and delivery of appropriate communications before, during, and post emergencies and crisis situations.

Provides and coordinates the provision of primary liaisons with community agencies, service providers, school districts, and task forces that engage in broad county-wide issues and ensures communication with the County Superintendent.

Oversees the development of educational resources, toolkits, and strategic information to support local school district level public information officers and coordinate countywide communications and provides regular information.

Oversees the development and maintenance of regular and ongoing communications related to public education such as reports, dashboards, slide decks and other means to describe public education in Santa Clara County.

Attends County Board meetings and committee meetings as assigned; authors reports, proposals, fact sheets, educational assessments and projections, and other materials necessary to develop and maintain the SCCOE's position as an educational leader in Santa Clara County and California.

May represent the County Superintendent through the news media.

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

Prepares an overarching strategic communications plan; administers, plans, implements, and supervises public information, government and community relations and outreach, marketing, and information dissemination; articulates and actively pursues strategic, cohesive, transformative advocacy and policy roles for SCCOE.

Coordinates overall thought leadership on strategic communications.

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

Maintains and expands the SCCOE "brand."

Informs agency-wide image and branding efforts and enforces institutional graphics standards.

Coordinates, plans, and supervises the implementation of county-wide SCCOE events; facilitates community outreach programs to ensure SCCOE's presence at community-wide conferences, events, special meetings to promote the key 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.

Establishes and maintains appropriate social media platforms, recognizing the uniqueness of each and the different audiences for each platform.

Directs and coordinates SCCOE's media relations plans and strategies, including relations with print and broadcast outlets; prepares and approves press releases; hosts media briefings as needed.

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

Serves as spokesperson for SCCOE to various groups and establishes network and relations with district-level public information officers, education, and parent advocacy organizations.

Develops and implements outreach and public information plans that frame SCCOE's vision, mission, goals, and working strategies.

Plans, implements, and maintains a regular (weekly) outreach vehicle for internal information flow, ensuring strong understanding of SCCOE as a "whole."

Supervises and evaluates the performance of assigned personnel; interviews and selects employees; coordinates staff work assignments and schedules, and reviews staff work to ensure compliance with established procedures.

Develops, administers, and monitors department budget; ensures communications objectives are coordinated to reflect goals and objectives tied to SCCOE strategic direction.

Develops, administers, and monitors budget and ensures program objectives are coordinated with SCCOE goals and objectives.

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Coordinates, participates, attends, and conducts a variety of meetings and committees; presents materials and information concerning 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, ABILITIES AND COMPETENCIES:****KNOWLEDGE OF:**

Extensive knowledge of educational leadership, environments, and the operations and issues that schools and school districts grapple with;  
 Principles and practices of developing and maintaining effective public community, intergovernmental, media, and school relations;  
 Public education history;  
 Technical aspects of news media, public relations writing, and printing;  
 Oral and written communication skills;  
 Principles and practices of administration, supervision, and training;  
 Interpersonal skills using tact, patience, and courtesy;  
 Operation of a computer and assigned software;  
 Principles and practices of ethical public information/dissemination and marketing;  
 Principles of leadership, training, performance evaluation, and equity;  
 Principles and practices of public policy development and legislative processes;  
 Educational and social issues and their impact on schools, youth, and public education;  
 Educational equity goals and an ability to collaborate with persons from diverse backgrounds including school district personnel, families, teachers, and government leaders.

**ADVANCED SKILL IN:**

Strategic thinking and planning, including organizational effectiveness and management practices;  
 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 and administration;  
 Program planning, budget development and monitoring, fiscal accountability;  
 Record keeping;  
 Effective consultation, coaching and technical assistance to SCCOE staff to ensure effectiveness of brand and materials reaching external audiences;  
 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:**

Plan, direct, and coordinate diverse and comprehensive public relations and communications;  
 Establish community networks and positive working relationships within the county, including with 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;  
 Interpret, apply, and explain rules, regulations, policies, and procedures;

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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 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, 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;  
 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;
- 7-10 years of relevant job-related experience in educational leadership, public relations, public affairs, media, advocacy, communications, or related fields, with demonstrated competence in strategic planning or project management and communications;
- Experience at a school district, county office of education or large nonprofit organization, including increasingly responsible experience in a professionally related position;
- Evidence of understanding of visual thinking and graphics;
- 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;
- Experience with storytelling and creating narratives;
- 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 managing multiple projects concurrently;
- Relationship-builder with the flexibility and finesse to "manage by influence;"
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels;

- Commitment to collaborate with multiple constituent groups, including staff, trustees, program participants, and more;
- Strong starter, able to work independently and entrepreneurially;
- Innovative, resourceful, strategic, and visionary.

**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 understanding of how identities and experiences influence access and opportunity to inform practices and decisions;  
Builds and sustains positive, trusting relationships;  
Conducts SCCOE operations with the highest moral, legal, and ethical principles.

**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 central office level or county office of education; experience in the areas of communication and public relations as a component of job duties in previous assignments; Doctorate 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


**WORKING CONDITIONS:**

ENVIRONMENT:  
  
Office environment;  
Driving a vehicle to conduct work

**PHYSICAL DEMANDS:**

Hearing and speaking to exchange information and make presentations;  
Dexterity of hands and fingers to operate a computer keyboard;  
Seeing to read a variety of materials.

Signed by:




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Approved: Khushwinder Gill, Ed.D. Date Assistant Superintendent-Personnel Services

Signed by:



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Authorized: Dr. David M. Toston, Sr. Date County Superintendent of Schools