

Santa Clara County Office of Education

CLASS TITLE: DIRECTOR – LEADERSHIP AND ADVOCACY

Basic Function:

Under the direction of the County Superintendent of Schools or designee, serves as chief spokesperson and legislative advocate; serves as liaison between the County Superintendent and specified public and governmental agencies and officials; prepares agendas and arranges meetings for the County Superintendent with local, regional, state, and federal elected officials; conducts research and provides expertise in areas of legislation and policy; develops, executes, supervises, and maintains comprehensive and wide-ranging internal and external communications; public community, press, and government relations; and operates proactively to position the Santa Clara County Office of Education (SCCOE), its programs, and its partnerships to ensure the SCCOE's vision and mission are at the forefront of decision-making and implementation; advises, reviews and assists in the evaluation of SCCOE programs including those directly serving students; and performs all other related duties as assigned.

Representative Duties:

Essential Duties:

Makes recommendations, develops, plans, directs, and coordinates approved governmental relations for the Santa Clara County Office of Education; interprets governmental issues and communicates SCCOE position on issues to media and public; develops and maintains legislative contacts and activities; plans and directs the dissemination of information, including identification of target audience, message, format, and structure of communication related to governmental affairs; plans and provides training to staff and school district personnel.

Serves as legislative liaison for the SCCOE; cultivates relationships with state and federal elected and appointed government officials to secure legislative and financial support for the SCCOE; monitors legislation; assesses legislative priorities and recommends a legislative program; and provides responsible staff assistance to the Office's Legislative Committee.

Briefs the County Superintendent on legislative activities; formulates plans of action in response to legislative activities and provides direction to employees to implement approved strategies in order to advocate and promote the SCCOE.

Monitors legislation; develops appropriate response, and disseminates relevant information regarding pending or adopted legislation; represents the SCCOE at JLAC (Joint Legislative Advisory Committee) meetings.

Supervises and directs subordinate managers and staff in research, planning and dissemination, government affairs, public information and marketing, legislative development, administrative services, special projects and support, reviews of program quality, County Board communications and in-house communication.

Develops and oversees systems to measure services outcomes, and coordinates continuous improvement efforts based on outcome evaluations.

Assists in the review and evaluation of SCCOE programs and services including Student Services programs, charter schools, early learning, and others.

Advises the County Superintendent regarding quality of programs and services including those directly serving students.

Supervises the analyses of proposed legislation and court decisions for impact on the SCCOE's service and financial requirements.

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

Oversees and advises on the development of the SCCOE's legislative agenda, coordinates with county, state and federal representatives, and works closely with SCCOE staff.

Assists the County Superintendent in development of SCCOE goals and strategies; attends County Board meetings and committee meetings as assigned; writes reports, proposals, fact sheets, legislative language, and other materials necessary to develop and maintain the SCCOE's position on legislation.

Participates in the planning and development of legislation and amendments to proposed legislation and performs other policy and program planning activity.

May represent the County Superintendent through the news media.

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

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 strategy and tactics;

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

Coordinates the development of an annual legislative agenda that supports the SCCOE and local school districts goals and interests, and highlights an agenda that seeks excellence and equity for children, schools, and communities;

Supports the Joint Legislative Action Committee (JLAC); collaborates and coordinates with any contractors, consultants, or others who support legislative advocacy.

Maintains and expands the SCCOE "brand."

Assists the County Superintendent with the leadership of the Strong Start Initiative.

Assists the County Superintendent with the implementation of recommendations and actions from priority initiatives, reports or studies, and coordinates office wide strategic planning efforts and reporting.

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 important role of public education.

Assists 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.

Draft 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.

Coordinates, participates, attends, and conducts meetings and committees; presents materials and information concerning SCCOE programs, operations, activities; represents SCCOE at appropriate meetings.

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, 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.

Completes special projects as assigned.

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

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 AND ABILITIES:

KNOWLEDGE OF:

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

Preparing and disseminating public information related to new legislation;

Principles of leadership, training, and performance evaluation;

Principles and practices of public policy development and legislative process;

Assess legislative initiatives and priorities of all levels of government;

Public education history;

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

Educational and social issues and their impact on public education;
 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.

Professional and ethical practices of developing and maintaining effective public, community, and government and intergovernmental media, and school relations.
 Principles and practices of ethical public information/dissemination and marketing.
 Preparation and dissemination of public information.
 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 work 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;
 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:

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;
 Communicate effectively both orally and in writing;
 Interpret, apply and explain 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 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, governmental affairs, 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;
 Oversee staff of motivated associates to achieve strategic goals;
 Maintain confidentiality;
 Establish networks and positive working relationships within the County including with elected officials, school districts, community leaders and SCCOE staff;
 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;
 Perform effective staff supervision and development; performance evaluations;
 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;
- 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 strategy and communications;
- Experience at a school district, county office of education or large nonprofit organization, including increasingly responsible experience in a professionally-related position;
- Writing experience in print and digital publications for diverse audiences;
- 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 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 work collaboratively with multiple constituent groups, including staff, trustees, program participants, and more;
- Strong starter, able to work independently;
- 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. 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

Approved: Anisha Munshi, Ed.D. 6/19/19
Assistant Superintendent-Personnel Services Date

Authorized: Mary Ann Dewan 6/19/19
Mary Ann Dewan, Ph.D. Date
County Superintendent of Schools

Revised 5/31/19: Title changed; job duties added.