

## SANTA CLARA COUNTY OFFICE OF EDUCATION

### **CLASS TITLE: EXECUTIVE DIRECTOR – GOVERNMENT RELATIONS**

#### **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; coordinates public community 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; collaborates with Communications and Cabinet to advance the priorities of the SCCOE; and performs all other related duties as assigned. This position is designated as Executive Management.

#### **REPRESENTATIVE DUTIES:**

The following duties are examples of assignments performed by incumbents in this classification. It is not a totally comprehensive list of duties, nor is it restrictive regarding job assignments.

#### **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 the 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 guidance, reports/memos and training to staff and school district personnel.

Serves as legislative liaison for the SCCOE; cultivates relationships with city, county, 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 Advisory 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.

Directs subordinate managers and staff in research, planning and dissemination, government affairs, legislative development, special projects and support, County Board communications and in-house communication.

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

Advises on State and Federal budgets, communicates budget requests to State and Federal offices.

Provides and coordinates the provision of primary liaisons with government partners, service providers and task forces that are involved in broad countywide or statewide policy issues and ensures communication with the County Superintendent.

Oversees and advises on the development of the SCCOE’s legislative agenda, coordinates with city, 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.

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 Advisory Committee (JLAC); collaborates and coordinates with any contractors, consultants, or others who support legislative advocacy.

Maintains and expands the SCCOE “brand” as appropriate through government relations activity.

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.

Leads the development of 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 as appropriate to the implementation of the legislative and policy agenda.

Serves as spokesperson for SCCOE to various groups and establishes network and relations with governmental and legislative organizations.

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.

Coordinates with consultants and advisors regarding federal advocacy, as assigned.

Completes special projects as assigned.

Coordinates, participates, attends, and conducts a variety of meetings and committees; presents materials and information concerning services, operations and activities related to legislative and policy action; represents the SCCOE at local, regional, State, and Federal meetings as assigned by the County Superintendent.

Coordinates with members of the Superintendent’s Cabinet; attends Cabinet meetings as assigned to ensure unity of voice and message, and to support implementation of legislation and budget bill requirements for SCCOE programs; advises County Superintendent of same for LEAs.

#### 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 school relations.

Principles and practices of ethical public information/dissemination and marketing.

Preparation and dissemination of public information.

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-term and long-term marketing and branding communication strategies.

**EDUCATION AND EXPERIENCE:**

Any combination equivalent to:

**Option 1:**

- Bachelor's degree and advanced degree in education, educational leadership, communications, public affairs, government relations, public policy, journalism, law, or related field and,
- Minimum of five years of increasingly responsible experience directly relevant to this position, at a school district, county office of education, public agency, large education advocacy organization, or large nonprofit organization with demonstrated competence in strategy and communications.

**Option 2:**

- Possession of a valid California Administrative Services Credential,
- Possession of a valid California Teaching Credential or California Pupil Services Credential,
- Bachelor’s degree and advanced degree in education, educational leadership, communications, public affairs, government relations, public policy, journalism, law, or related field and,
- Successful leadership experience, such as Assistant Principal, Principal, or other leadership positions relevant to the position.

**LICENSES AND OTHER REQUIREMENTS:**

Fluency in Spanish or Vietnamese a plus, but not required.

Experience with PK-20 educational organizations.

Valid California driver’s license.

Possession of a law degree preferred.

**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 by Personnel Commission: December 11, 2019

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Marisa Perry

Date: 12/08/21

Director III – HR / Classified Personnel Services