

SANTA CLARA COUNTY OFFICE OF EDUCATION
Personnel Commission

CLASS TITLE: MANAGER – HEALTH EDUCATION AND TOBACCO PREVENTION

BASIC FUNCTION:

Under the direction of the Director – School Climate, Leadership, and Instructional Services, the Manager – Health Education And Tobacco Prevention oversees the implementation and day-to-day operation of the Tobacco Use Prevention Education (TUPE) Programs; provides leadership and coordination for TUPE program services countywide, regionally and statewide; plans, organizes, and provides coaching in the development and implementation of data-driven TUPE evidence-based programs and projects using a Multi-Tiered Systems of Support (MTSS) framework; serves as the California TUPE Coordinator for Santa Clara County; serves as the technical assistance coordinator for a broad range of student services; serves as a community relations liaison between schools and other countywide behavioral and public health agencies for the purpose of sustaining student health and wellness programs in schools; trains, supervises and evaluates the performance of assigned staff.

REPRESENTATIVE DUTIES:

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

ESSENTIAL DUTIES:

- Oversees the implementation and day-to-day operations of the TUPE programs; provides exceptional leadership, coaching, and supervision for the TUPE Team to ensure that high-quality program services are provided in alignment with the mission and vision of SCCOE.
- Participates in the development and implementation of departmental and TUPE program policies and procedures.
- Directs and supervises the implementation of CDE’s tobacco grants at SCCOE, including, but not limited to, TUPE, California Technical Assistance TUPE (CTAT), Department of Justice Tobacco Grant and other student health grant programs throughout Santa Clara County; prepares and submits quarterly grant progress and expenditure reports.
- Supervises the execution of sub-contracts for program services.
- Serves as the state program coordinator for TUPE; coordinates and provides districts with coaching to support program efforts, tobacco-free certification, and Tier 1 and Tier 2 grants; supports the prevention, intervention, cessation, and youth development implementation of the TUPE program; evaluates program effectiveness and recommends methods of improvement through data analysis.

- Provides training and evaluation for school personnel; supports and provides technical assistance to districts, schools, TUPE site coordinators, and TUPE peer educators in developing, implementing, and communicating model policies and procedures related to tobacco, vaping, and cannabis.
- Serves as community relations liaison to professional organizations and community groups regarding student health and safety, substance use, mental health, and comprehensive sex education programs; coordinates and conducts trainings for multi-agency staff; participates in the development of collaborative projects with other local departments and community agencies.
- Develops and disseminates multilingual educational materials on the risks associated with tobacco, vaping, and cannabis use.
- Represents the TUPE Team, and serves as a facilitator, liaison, or resource at meetings with other local, regional, state, and federal agencies and community-based organizations.
- Develops and manages program and grant budgets and expenditures; analyzes and reviews budgetary and financial data; controls and authorizes expenditures in accordance with established limitations and allowable costs; monitors revenue receipts and projections; prepares and submits various financial and budget reports to the grant funders.
- Engages in fund development and grant writing activities to maintain and secure additional monetary funds and resources; prepares and submits various grant applications.
- Receives requests for staff development, assesses specific training needs, and researches materials and latest studies relevant to specific staff development topics.
- Participates in the California Department of Education Health Framework statewide as it relates to tobacco or substance use; coordinates and chairs state and local health conferences, advisory committees, and serves as a liaison between the CDE and school districts.
- Supports the development of building systems using a MTSS or Positive Behavior Interventions and Supports (PBIS) framework, with Santa Clara County School Districts and community agencies providing direct service to students; coaches school districts to interpret, analyze and use data to build multi-levels of interventions and supports for students using data sources, including, but not limited to, the California Healthy Kids Survey (CHKS), California Youth Tobacco Survey (CYTS), and California Dashboard.
- Provides trainings and workshops on all county CHKS and CYTS implementation and supports the delivery, administration, and collection of all SCCOE Alternative Education reporting; ensures TUPE funded districts are implementing the survey, as required by the grant.
- Works collaboratively with SCCOE Evaluation team to continuously assess day-to-day TUPE operations and facilitate the data summary analysis and reports to consortium school districts, grant funders and the general community.
- Supervises and evaluates the performance of assigned staff; interviews and selects employees and recommends transfers, reassignment, termination, and disciplinary actions; develops staff

training opportunities; assigns work to support staff; monitor performance evaluations according to established guidelines and procedures.

- Develops memorandums of understanding (MOU) to contract with business partners, district offices, schools, consultants, and non-regular employees to implement TUPE or student health programs.
- May supervise or assist in development of state guidance documents, such as non-regulatory guidance and policies.
- Prepares and maintains a variety of reports, records, and files related to grants, personnel, funding, and assigned activities.
- Communicates with administrators, personnel, and outside organizations to coordinate activities, resolve issues and conflicts, and exchange information.
- Operates a computer and assigned software programs; operates other office equipment as assigned.
- Attends a variety of meetings as assigned.

OTHER DUTIES:

- Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

- TUPE regulations and requirements.
- Multi-Tiered Systems of Support.
- Positive Behaviors Interventions and Supports.
- Alternative strategies to suspensions.
- California Health Framework.
- Laws, rules, and regulations related to assigned activities.
- California Healthy Youth Act.
- California Education Code.
- California School Dashboard.
- Local Control and Accountability Plan.
- Strategic planning, including educational policies.
- Budget development and administration.
- Grant funding and programs to support the strategic objectives of the program.
- Interpretation and use of assessment/data results.
- Program evaluation standards.
- Professional development in designing, interpreting, and using assessments.
- MOU and contract best practices.
- Modern office practices, procedures, and equipment.

- Basic budgeting practices regarding monitoring and control.
- Principles and practices of supervision and training.
- Correct English usage, grammar, spelling, punctuation, and vocabulary.
- Oral and written communication skills.
- Interpersonal skills using tact, patience, and courtesy.
- Operation of a computer and assigned software.

ABILITY TO:

- Organize and direct operations, activities, and staff in support of assessment activities.
- Train and evaluate the performance of assigned personnel.
- Consult and coach district and school leaders in support of health and wellness activities.
- Conduct training for teachers and administrators for small groups and large audiences.
- Maintain current knowledge of program rules, regulations, requirements, and restrictions.
- Perform duties and responsibilities using independent judgment and personal initiative.
- Operate a variety of office equipment, including a computer and assigned software.
- Develop and administer MOUs and contracts.
- Interpret, apply, and explain rules, regulations, policies, and procedures.
- Plan and organize work.
- Meet schedules and timelines.
- Prepare comprehensive narrative and statistical reports.
- Analyze situations accurately and adopt an effective course of action.
- Communicate effectively both orally and in writing.
- Represent the SCCOE in a positive manner and serve as a liaison to other agencies.
- Establish and maintain cooperative and effective working relationships with others.

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:

Any combination equivalent to:

- Master’s degree in public health or a related field, and
- Four years of increasingly responsible experience in school climate and student health and wellness development, including at least one year of supervisory experience. Experience planning and facilitating workshops is preferred.

LICENSES AND OTHER REQUIREMENTS:

- Valid California Class C driver’s license.
- A safe driving record that meets the SCCOE’s insurance requirements.

WORKING CONDITIONS:

ENVIRONMENT:

- Office environment.
- Driving a vehicle to conduct work.

PHYSICAL DEMANDS:

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

HAZARDS:

Disaster Service Worker

It is hereby declared that the protection of the health and safety and preservation of the lives and property of the people of the state from the effects of natural, manmade, or war-caused emergencies which result in conditions of disaster or in extreme peril to life, property, and resources is of paramount state importance requiring the responsible efforts of public and private agencies and individual citizens. In furtherance of the exercise of the police power of the state in protection of its citizens and resources, all public employees are hereby declared to be disaster service workers subject to such disaster service activities as may be assigned to them by their superiors or by law. *Ca. Gov. Code § 3100*

Approved by the Personnel Commission: November 13, 2019

Revised: 07/14/21, 08/14/24



Marisa Perry
Director – HR/Classified Personnel Services

Date: 08/14/24