**SANTA CLARA COUNTY OFFICE OF EDUCATION**
**Personnel Commission**

**CLASS TITLE: PRODUCT MANAGER**

**BASIC FUNCTION:**

Under the direction of the Chief Technology Officer, leads product strategy and vision for DataZone, a data warehouse and analytical tool, across the Data Initiatives Department, Data Governance Department, and related teams responsible for creating data and analytics products to support increasing reliance on data for educational insights; understands the data needs of various public agencies including school districts, County Offices of Education, Child and Family Services, and Juvenile Justice; works closely with Santa Clara County Office of Education (SCCOE) technical and customer experiences teams to provide innovative and user friendly data products and features, giving these multiple agencies access to critically important, timely, and accurate information.

**DISTINGUISHING CHARACTERISTICS:**

The Product Manager at the SCCOE uses extraordinary communication skills to interact with a wide spectrum of individuals in different disciplines, providing thought leadership across the SCCOE and beyond, proactively engaging business and education entities, building relationships, and solving problems. This person works independently but has a collaborative leadership style that ensures support for the product roadmap and aligns the activities of each team to facilitate efficient and effective movement through the product life cycle. The Product Manager is highly organized with great attention to detail and is dedicated to meeting commitments for timeliness, function, and quality.

**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:
Leads product strategy and vision for DataZone across the Data Initiatives, Data Governance, and related teams by leveraging stakeholder, customer, and market analysis.

Writes marketing and sales data and analytics product requirements documentation for features and enhancements.

Creates product roadmaps and develops strategies for successful product deployments; reviews customer feedback and prioritizes and transforms it into clearly defined product requirements; advocates for customer solution designs.

Guides user experience design planning and delivery with the engineering and user experience design teams.

Interacts regularly with stakeholders and customers communicating the project portfolio, technology roadmap, and planning on future business objectives.

Works closely with stakeholders, vendors, developers, DevOps, and quality assurance resources to ensure releases are on time and meet or exceed customer expectations.

Coordinates with other directors and administrators in data-related disciplines across organizations to deliver data solutions and functionality.

Works closely with other teams to create documentation and materials (e.g., user personas, problem context, communications, and adoptions).

Initiates and builds new partner relationships from scratch, typically with other public agencies; designs, develops, and validates innovative and mutually beneficial inter-agency partnerships.

Creatively structures, negotiates, and executes complex strategic partnership agreements; negotiates and maintains contracts.

Provides technical expertise, information, and assistance to the Chief Technology Officer regarding product direction and status; assists in the formulation and development of policies, procedures, and programs; recommends a proper organizational structure for assigned programs and functions.

Develops and implements marketing strategies; markets programs and products to other county offices or regions throughout the State.

Plans, organizes, and implements long and short-term programs and activities designed to develop programs and services.

Directs the preparation and maintenance of a variety of narrative and statistical reports, records, and files related to assigned activities.

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

Attends and conducts a variety of meetings as assigned; represents the SCCOE to outside public and private agencies; participates in assigned committees and teams.

OTHER DUTIES:
Performs related duties as assigned.

**KNOWLEDGE AND ABILITIES:**

KNOWLEDGE OF:
Subscription business models, engagement and product usage metrics, and data requirements that drive personalized messaging and experiences (e.g., profile-based customer segmentation and A/B testing methodologies).
Agile software development concepts and methodologies.
Data and analytics usage in a Pre-K to post-secondary education environment.
Big data platforms (e.g., Microsoft Data Platform, etc.), Power BI and ETL processes, and familiarity with SQL.
Excellent presentation skills needed to share product roadmaps and strategies before large internal and external audiences, often with little notice.
Change control concepts and procedures.
Project management concepts, terminology, and tools.
Incident, process, and project management applications like Cherwell, Jira, and Microsoft Project.
Proper English usage including grammar, spelling, punctuation, and sentence structure.
Oral and written communication skills.
Applicable laws, codes, regulations, policies and procedures.
Interpersonal skills using tact, patience, and courtesy.
Operation of a computer and assigned software.
Software and training techniques.

ABILITY TO:
Plan, organize, and influence the vision, operations, and activities for data-related initiatives of the SCCOE.
Make thoughtful, actionable recommendations and quickly build consensus across senior level internal and external partners.

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Negotiate complex partner agreements, memorandums of understanding, and contracts.
Work with cross-functional teams.
Build rapport with internal and external parties, staff, and partners.
Communicate effectively both orally and in writing.
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.

**EDUCATION AND EXPERIENCE:**

*Any combination equivalent to*: Bachelor's degree in computer science or a related field and five years of product management experience with demonstrated experience managing data products in an Agile development environment, including two years of supervisory experience in the technology field.

**LICENSES AND OTHER REQUIREMENTS:**

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 by Personnel Commission: August 21, 2019

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Jonathan Muñoz                                                    Date: 08/21/2019
Director - HR/Classified Personnel Services

Santa Clara County Office of Education