

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

**CLASS TITLE: STUDENT ENGAGEMENT AND WELLNESS SPECIALIST**

**BASIC FUNCTION:**

Under assigned supervision, the Student Empowerment and Wellness Specialist supports the implementation of Santa Clara County Office of Education (SCCOE)'s behavioral health, school climate, and tobacco prevention initiatives; provides training, technical assistance, and resources to support schools in developing the skills and infrastructure necessary for lasting, site-led implementation; leads culturally responsive, equity-centered strategies that elevate student voice and advance policy and systems change, with a focus on LGBTQ+ and other historically underserved populations; supports youth engagement, media and policy campaigns, social media and communications efforts, public health internships, and data-driven community education and advocacy that create healthier, more inclusive learning environments.

**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:**

- Supports the planning, coordination, and implementation of behavioral health, school climate and tobacco prevention initiatives in collaboration with school districts and community partners.
- Coordinates and implements student-facing activities and youth leadership opportunities in alignment with program goals and engagement framework.
- Provides logistical, administrative, and communications support for countywide youth engagement projects and efforts including training and campaign development.
- Leads and mentors student peer advocacy groups; facilitates skill-building opportunities guides students in conducting their own research to support data-driven advocacy and engagement efforts.
- Assists in the development and posting of culturally competent, equity-centered cessation-related social media posts and media messaging campaigns in alignment with statewide health priorities.
- Promotes and disseminates cessation resources and services via coalition newsletters, listservs, social media, and events.
- Supports the development and implementation of strategic communications plans in collaboration with coalition and community partners, including completion and maintenance of required media tracking and evaluation tools.

- Monitors media activity related to assigned program to track and analyze local media narratives on related policy issues.
- Co-facilitates training and workshops related to health equity, youth engagement, social media advocacy, and tobacco-related policies for youth and adult partners.
- Participates in collaborative initiatives and coordinates volunteer and partner engagement.
- Supports the development and implementation of internship program(s); conducts outreach to colleges, recruits and onboards interns, completes required tracking, and provides ongoing support to interns.
- Manages and supports related grant program(s), including Request for Applications (RFA) dissemination, application review, award tracking, and evaluation.
- Assures compliance with grant program and reporting requirements by maintaining documentation and tracking deliverables with accuracy and follow-through.
- Collaborates on the creation of newsletters and facilitates the distribution of materials to community-based organizations, schools, colleges, and families.
- Plans, coordinates, and facilitates a variety of events, meetings, presentations, and trainings, including facilitating participation in public education events.
- Analyzes data to inform program implementation; supports data collection and evaluation activities such as participant surveys, coalition participation tracking, community readiness assessments, and focus groups.
- Assists in developing inclusive prevention materials and oversees consumer testing, feedback analysis, and submission to appropriate resource libraries or repositories.
- Supports policy adoption and implementation through planning sessions, training, and communications; supports presentations to educate decision-makers and stakeholders.
- Attends a variety of meetings as assigned.
- Uses word processing, databases, graphic, and spreadsheet software programs as well as standard office equipment and other peripheral devices.

#### OTHER DUTIES:

- Performs related duties as assigned.

#### KNOWLEDGE AND ABILITIES:

##### KNOWLEDGE OF:

- Evidence-based strategies for youth substance use prevention, student wellness, youth engagement in leadership development and supportive school environments.
- Strategies for culturally responsive, inclusive campaigns related to assigned program.
- Equity and intersectional approaches to public health.

- Social media platforms and digital communication strategies.
- Program evaluation, survey methods, and media analysis.
- School-wide systems for student health, wellness, and development.
- Restorative practices, trauma-informed care, and culturally responsive strategies.
- Principles of systems change, implementation science, and sustainability strategies.
- Strategies to sustain prevention efforts by supporting school district teams.
- Related policy frameworks and public health communications and their intersection with community health, advocacy, and school climate.
- Community health needs assessment, inclusive data collection methods, and equity-focused analysis.

**ABILITY TO:**

- Plan and deliver training and technical assistance.
- Facilitate student leadership sessions.
- Communicate effectively, both orally and in writing with a variety of audiences.
- Foster a supportive environment and improve student outcomes.
- Build community, address harm, and foster engagement to support marginalized youth in school environments.
- Integrate prevention into district policies, practices and structures.
- Collaborate across internal departments and with external community-based agencies to coordinate administrative and logistical aspects of complex initiatives and build inclusive, cross-functional partnerships.
- Use data and assessment to inform program implementation, prepare clear, informative reports and summaries and make evidence-based decisions to improve program outcomes.
- Support systemic community and public health initiatives while equipping LEAs to lead implementation across multiple schools and support program compliance with fidelity and attention to grant timelines.
- Build and maintain inclusive, collaborative partnerships across systems.
- Maintain documentation and track deliverables with accuracy and follow-through.
- Work independently with initiative and minimal supervision, taking responsibility for tasks and program implementation while maintaining accountability for outcomes.
- Plan and conduct assessments.
- Create culturally relevant prevention strategies with youth and families.
- Mobilize youth and community groups to build advocacy coalitions and advance local policy change.
- Operate a computer, assigned systems and software, and assigned office equipment.

**EDUCATION AND EXPERIENCE:**

*Any combination equivalent to:*

- Bachelor's degree in public health, communications, education, or a related field and
- At least four (4) years of experience supporting youth or community engagement—ideally with LGBTQ+ communities and in school or public health settings; demonstrated experience with

community-based partnerships, data collection and reporting; experience in communications, campaign planning, or digital advocacy is preferred.

**LICENSES AND OTHER REQUIREMENTS:**

- Valid California driver's license.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

- Office environment.

**PHYSICAL DEMANDS:**

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

**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 Personnel Commission: August 13, 2025



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Marisa Perry  
Director III – HR / Classified Personnel Services

Date: 8/13/25