

SANTA CLARA COUNTY OFFICE OF EDUCATION

CLASS TITLE: ASSISTANT DIRECTOR - PUBLIC AFFAIRS

BASIC FUNCTION:

Under the direction of an assigned supervisor, provides leadership and support to the Public Affairs Team to develop, design, review, coordinate and distribute information; implements tasks, events and the Superintendent's special projects, and other duties as assigned to promote and enhance the work of the Santa Clara County Office of Education (SCCOE), schools, districts, and larger educational community; supervises and evaluates the performance of assigned personnel, and serves as a resource to, and will work closely with, SCCOE staff, school, and district personnel to ensure that programs and activities support high-quality pedagogy and the educational mission and vision.

Representative Duties:

Engages, coordinates, and leads multi-disciplinary/multi-agency teams and ensures that work produced is innovative, high-quality, and supports educational settings and initiatives.

Develops, executes, and sustains properly branded, comprehensive, and wide-ranging internal and external communications for education, public affairs and community, press, and government relations audiences.

Develops and implements informational and organizational initiatives and communications relevant to SCCOE employees, schools, school districts, and communities throughout the county; plans for, executes, updates, and maintains the dissemination of information, including the identification of target audience, message, format, distribution, and structure of communications.

Leads, engages, coordinates, plans, executes, and collaborates with SCCOE, school district staff, and external organizations to identify, design and carry through strategic county-wide projects and events relevant to educators, educational leaders, parents, and community members; plans and provides relevant training to staff, county, and school district personnel.

Cultivates relationships with school district public information and communications staff; develops, updates, and maintains regular school district support networks and information systems that proactively monitor and respond to issues impacting communities, educators, schools, and districts in the county.

Develops, maintains, and manages the department project request system and other data support structures to optimize service delivery, measure service outcomes, and coordinate continuous-improvement efforts.

Provides support to the County Superintendent and SCCOE division leaders with briefings and resources that assist in responding to a wide range of county, community, educational and public affairs issues as assigned.

Provides proactive preparation and in-person support for County Board meetings.

Writes, reviews, revises, updates, and maintains materials, documents, daily and weekly publications, reports, proposals, fact sheets, guides, manuals, educational assessments and projections, forms, and other materials as necessary to develop and sustain the SCCOE's position as an educational leader in Santa Clara County and California.

Writes, reviews, and revises a variety of high-profile materials including, but not limited to, op-eds, news releases, program "briefs," video and meeting scripts, run-of-show agendas, resolutions, recognitions, and proposal texts; creates defined and intentional professional resources for agency-wide use.

Establishes positive working relationships with SCCOE colleagues, representatives of community organizations, state/local agencies, management and staff, clients, and the public.

Represents the SCCOE at appropriate local, regional, and State meetings; promotes the SCCOE at conferences, events, community celebrations, and special meetings to reinforce the important role of public education.

Leads, coordinates, prepares for, participates, and facilitates a variety of meetings and committees; presents materials and information concerning educational initiatives, curriculum, operations, community activities, and legislative action.

Actively, regularly, and thoughtfully participates in a variety of meetings, and on committees as assigned, for the purpose of gathering and conveying information regarding a variety of subjects required to carry out administrative responsibilities.

Lead, collaborate with, and coordinate a team of associates to produce exceptionally high quality, innovative solutions to support organization-wide programs and achieve strategic goals;

Supervises, supports, and evaluates the performance of assigned personnel.

Completes special projects as assigned.

Trains and supports onboarding of new staff.

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

OTHER DUTIES

Performs other duties as assigned.

KNOWLEDGE, ABILITIES AND COMPETENCIES:

KNOWLEDGE OF:

Principles and practices of the research, planning, implementation, and evaluation (RPIE) process and professional and ethical practices of developing and maintaining effective public, community, media, and school relations;

Principles and practices of educational leadership, school and district operations and environments, and the issues and challenges of schools and school districts;
 Technical aspects of news media, public relations writing and printing;
 Principles and practices of developing and maintaining effective public community, intergovernmental, media, and school relations;
 Current and historical educational and social issues and their impact on public education;
 Principles and practices of administration, supervision, and training;
 Principles, practices, and preparation of ethical public information/dissemination and marketing.

ABILITY TO:

Communicate effectively orally and in writing to staff, partners, and the public-at-large;
 Articulate the importance of clarity and brand marketing to SCCOE staff, and plan and implement short- and long-term marketing and branding communication strategies;
 Create compelling writing, rewriting, reviewing, and editing of diverse materials including but not limited to speeches, publications, Op-Eds, news releases, web content, social media, and sensitive correspondence;
 Design, plan, direct, and coordinate diverse and comprehensive public and community relations, communications, events, special projects, and strategic directives;
 Establish positive working relationships within the county, including with elected officials, community leaders, and staff;
 Articulate complex plans and policies to internal and external audiences;
 Lead and coordinate systems and procedures for maintaining department activities in an organized manner;
 Interpret rules, regulations, policies, and procedures in addition to maintaining confidentiality;
 Analyze situations accurately and adopt an effective course of action;
 Work with persons from diverse backgrounds including school district personnel, families, teachers, and government leaders;
 Work independently with little direction; plan and organize work and department systems; meet schedules and timelines;
 Create print and media relations in addition to using data analytics to inform marketing and outreach decision-making;
 Prepare, direct, and sustain the maintenance of a variety of comprehensive narrative and statistical reports, records and files related to assigned activities;
 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;
 Maintain confidentiality;
 Work within school and district systems to implement research-based strategic initiatives;
 Be an effective resource to school districts and school district public information and communications staff;
 Develop strategies to raise the regional, statewide, and national profile of SCCOE and its programs.

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.

PREFERRED QUALIFICATIONS:

Fluency in Spanish or Vietnamese preferred
 Experience with PK- 20 educational organizations

Experience at a school district, county office of education or large nonprofit organization, including increasingly responsible certificated and/or administrative experience in a professionally related position.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: Bachelor’s degree in education, public affairs, communications or related field and five (5) years of experience in a certificated position including three (3) years’ experience in the administration of professional education staff at a site, district or county level; experience in the areas of communication and public relations including expertise in developing compelling content for web, multi-media and social media platforms, working with professional graphic designers, programmers, and technical professionals; writing experience in print and digital publications for diverse audiences.

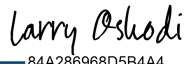
CREDENTIALS AND OTHER REQUIREMENTS:

- Valid California Administrative Services Credential
- Valid California Teaching Credential or California Pupil Services Credential
- Valid California driver's license


WORKING CONDITIONS:

PHYSICAL DEMANDS:

- Hearing and speaking to exchange information and make presentations;
- Seeing to read a variety of materials;
- Walking, bending, reaching, standing, and stooping;
- May require occasional lifting/lowering, pushing, carrying, or pulling up to 20 pounds;
- Dexterity of hands and fingers to operate a computer keyboard.

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Approved: Larry Oshodi Date
 Assistant Superintendent-Personnel Services

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