

SANTA CRUZ COUNTY OFFICE OF EDUCATION

DIRECTOR OF EDUCATIONAL PLANNING & COMMUNICATIONS (Certificated)

DEFINITION

Under direction of the County Superintendent of Schools, plans, directs, manages and oversees the activities and operations of the County Office of Education's Communications and Educational Planning Projects. These may include, but are not limited to, grant funded programs, services and activities; development and oversight of full scope public and media relations, data compilation and research, instruction and assessment services. Coordinates assigned activities with other County Office of Education divisions and outside agencies and to provide highly responsible and complex administrative support to the Superintendent.

SUPERVISION EXERCISED

Exercise direct supervision over technical and clerical staff.

EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES

Serves as a liaison for the Santa Cruz County Office of Education Superintendent of Schools, various departments, local districts, outside agencies, private industry and the media.

Serves as a lead on communication and interaction with media, public agencies, community members, district administrators, teachers, students and/or parents as appropriate; organizes and meets with advisory groups to meet project objectives; monitors progresses, assesses effectiveness and makes adjustments as necessary.

Prepares strategic plans for communications providing a full-service public relations focus for Santa Cruz County K-12 education. Develops and implements programs to provide media exposure on local and regional levels. Writes and disseminates press kit materials, pre- and post-event reports, web site content and general news-worthy education information.

Acts as a source of communication during critical situations. Disseminates information in a timely and responsible fashion. Facilitates and coordinates cross-cultural communication where applicable.

Assesses needs and researches current data on varied topics, and reviews statistical material; researches funding resources including state and federal grants and prepares proposals as appropriate; negotiates for final contract approval.

Continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors project efficiency, identifies and recommends opportunities for improvement. Develops marketing material and information to service recipients for dissemination.

EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES (CONTINUED)

Identifies resources needed and implements projects according to approved project designs; develops, provides, and coordinates training, in-services, and/or workshops; evaluates the effectiveness of project, making modifications as needed; and identifies eligible participants in project group.

Prepares required reports; develops and monitors project budget; and performs all other related duties. Serves as a resource throughout implementation of projects.

Conduct a variety of organizational and operational studies or related research activities, recommend modifications to plans, programs, policies, and procedures as appropriate, evaluate relationships to provide recommendation for plan changes, modifications, enhancements.

Manages and participate in the development and implementation of goals, objectives, policies, and priorities for assigned programs; recommend, within SCCOE policies and goals, appropriate levels; recommend and administer policies and procedures.

Select, train, and evaluate assigned personnel; provide or coordinate staff training; work with employees to commend excellence or correct deficiencies; implement discipline procedures.

Analyzes county-wide student performance data. Develops and implements short-term and long-term plan ideas in SCCOE programs. Researches and initiates necessary resources to maximize the effectiveness of the SCCOE programs of support.

OTHER JOB RELATED DUTIES

Perform related duties and responsibilities as required.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of:

Operational characteristics, services and activities of a state, federal and private grant funded programs.

Private/Public donor source funding prospects, research strategies and donor cultivation.

Organizational and management practices as applied to the analysis and evaluation of programs, policies and operational needs.

Principles and practices of public relations administration, including methods and techniques used in communications plan management, community and media relations, etc.

Best practices in preparation of a variety of communications documents (ie: position papers, research summaries, grant proposals, caste statements, speeches, press releases, etc.)

Recent developments, current literature, and sources of information regarding public education.

Knowledge of (continued):

Principles and practices of budget preparation and administration and major fiscal operations.

Operate modern office equipment including computer equipment.

Operate a motor vehicle safely. Safe driving principles and practices.
Federal, state and local policies, procedures, laws and regulations.

Principles of supervision, training and performance evaluation.

Skill and Ability to:

Research, synthesize and develop training curricula. Identify and write training programs.

Advanced skill in communicating, both in writing and orally, with large and small audiences, group facilitation in both formal and informal settings.

Collect and assemble data, prepare reports, monitor progress, analyze data.

Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.

Develop, write and edit electronic media, brochures and other public relations materials.

Advanced skill in project development, implementation, operation, funding, grant writing and project maintenance.

Budget preparation and management.

Select, motivate, counsel, and evaluate support personnel. Advanced skill in adapting style in divergent situations with groups on a frequent basis. Ability to direct and train others.

Exercise discretionary judgment with specialized knowledge in interpreting and applying policies, law, regulations, data, etc.

Make work/functional unit decisions that frequently have major impact on program/department.

Exercise good judgment, flexibility, creativity, and sensitivity in response to changing situations and needs.

Establish, maintain, and foster positive and harmonious working relationships with those contacted in the course of work.

Conduct training programs for staff to communicate plan specifications, rules and regulations; ensure adherence to project requirements.

Participate on a variety of boards and commissions; attend and participate in professional group meetings; stay abreast of legal and economic issues and trends.

EDUCATION AND EXPERIENCE

Any combination of experience and training that would likely provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the knowledge, skills, and abilities would be:

Education:

A Bachelor's degree from an accredited college or university with major course work in business administration, public administration, communications, economics, organization development, or a related field. A Master's degree is highly desirable.

Experience:

Five years of highly responsible management experience in directing and supervising the acquisition of fiscal resources, securing and managing educational or other non-profit grant funding, public relations, data and fiscal analysis, or other related operations.

License or Certificate:

Possession of, or ability to obtain, an appropriate, valid driver's license and insurance coverage.

SPECIAL REQUIREMENTS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. Essential duties require the follow physical skills and work environment:

While performing the duties of this job, the employee is regularly required to stand and to sit, use hands to finger, handle or feel; reach with hands and arms; stoop, kneel or crouch; talk and hear. Frequently required to walk and may lift and/or move up to 25 pounds, and occasionally lift or move up to 50 pounds with assistance. Specific vision abilities required by this job include close vision and distance vision. Required to operate a vehicle. The noise level in the work environment may vary.

Approval Date: 3/8/2007