SANTA CRUZ COUNTY OFFICE OF EDUCATION

DIRECTOR, DATA, ANALYTICS AND DEVELOPMENT

DEFINITION

Under the direction of the Chief Technology and Innovations Officer (CTiO), the Director, Data, Analytics and Development plans, organizes, controls and directs the vision, operations and activities of the Data, Analytics and Development Department of the Santa Cruz County Office of Education (Santa Cruz COE); provides strategic direction and entrepreneurial vision in delivering data reporting and analytics services (e.g., OneSource) to users to meet defined needs; develops and delivers direct business development activities; provides thought leadership in area of data science as it applies to improving educational outcomes; directs the implementation of complex data systems projects in constantly changing environments; assures cost-efficient and effective operations; serves as technical liaison for current and potential users; supervises and evaluates the performance of assigned personnel.

SUPERVISION EXERCISED

Supervise and evaluate the performance of assigned personnel.

EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES

Provides overall administrative direction, coordination, and planning of data systems, services and activities; plans, organizes, controls and directs the vision, marketing, product management, operations and activities of the Data & Analytics Development Department, providing data, data warehousing, and business intelligence (BI) dashboard systems, and services to schools, districts, county offices and other agencies.

Provides strategic direction and entrepreneurial vision in delivering data management services to users to meet defined needs; promotes and advances sound data management practices with the vision of expanding services to educational agencies throughout the State of California.

Develops short and long-term plans and strategies to deliver services to meet defined user needs; evaluates technical trends and selects direction to effectively meet long-term data systems needs of users; plans long-term hardware and software acquisitions; maintains current knowledge of innovations, changes, trends and directions in the areas of big data, enterprise master data management, data warehousing and related disciplines, and disseminates related information to staff.

Effectively coordinates, plans and communicates with other Santa Cruz COE leadership and staff to ensure optimal delivery of cost-effective and efficient services; builds and maintains professional, effective relationships with management and staff to enable achieving department outcomes.

Directs marketing activities to produce additional income where appropriate; identifies system obsolescence and coordinates close-down for minimum disruption to users and personnel; meets with current and potential customers needing Santa Cruz COE services.

EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES (CONTINUED)

Directs daily operations, including problem resolution, staff management, systems design, systems development and implementation, staff and user training, as well as hardware and proprietary software selection, acquisition and installation.

Serves as technical liaison for current and potential users; plans, coordinates and monitors communications to define needs in user training, systems and software; communicates information relevant to database systems operations and planning.

Provides technical expertise, information and assistance to the Chief Technology Officer regarding assigned areas; formulates, evaluates and implements data governance policies, procedures and programs; recommends proper organization structure for assigned programs and functions.

Monitors legislation applicable to data usage and storage and ensures compliance with laws (e.g., CIPA, COPPA, and HIPAA), regulations, and policies; determines and enforces security and privacy requirements as they relate to data privacy laws, industry regulations and other applicable compliance mandates.

Collaborates with cybersecurity personnel to identify, recommend and address cybersecurity policies, controls, procedures and protocols for the purpose of training users and ensuring data security.

Directs and evaluates the performance of assigned staff; interviews and selects employees and recommends transfers, reassignments, terminations and disciplinary actions.

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

Develops and prepares the annual preliminary budget for department operations; analyzes and reviews budgetary and financial data; controls and authorizes expenditures in accordance with established limitations.

Attends and conducts a variety of meetings as assigned; attends trade shows and conferences as needed; participates on assigned committees and teams.

Assures proper maintenance and implementation of disaster recovery plans and other state and federal regulations related to assigned activities; trains customers and implements the technological details of the disaster recovery plan.

Communicates with other administrators, personnel and outside organizations to coordinate activities and programs, resolve issues and conflicts and exchange information; communicates with others via meetings, phone calls, e-mail and video conference.

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

EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES (CONTINUED)
Performs related duties and responsibilities as assigned.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of:
Planning, organization, and direction of a department that deals with data analysis and development.

Advanced management of complex data systems and data warehousing systems development projects.

Advanced functional knowledge of Data Management Applications such as Microsoft Analysis Services, Power BI, and/or Tableau.

Principles and methods of project management.

Software Development Life Cycle processes.

Principles, policies and controls associated with data governance and data stewardship.

Principles, methods, and techniques of data security, monitoring and enforcement.

Effective marketing, presentation, relationship building and communication techniques.

Effective leadership skills, methodologies and strategies.

Work experience in the field of K-12 or post-secondary education in a technology capacity.

Budget preparation and control.

Oral and written communication skills.

Principles and practices of supervision, staff development, organization, administration and personnel management.

State and federal laws, regulations, Santa Cruz COE guidelines and policies applicable to area of responsibility.

Interpersonal skills using tact, patience and courtesy.

Operation of a computer and assigned software.

Skill and Ability to:
Plan, organize, control, and direct the vision of a department that deals with data and analysis development.

<u>Skill and Ability to (continued):</u>
Plan strategies to deliver services to users to meet defined needs.
Work alongside engineers and educators.

Drive people, process, project management and technology transformation in a dynamic and complex operating environment.

Build partnerships and information-sharing agreements between multiple governmental agencies.

Assure cost-efficient and effective operations.

Direct the maintenance of a variety of BI dashboards, reports, records and files related to assigned activities.

Serve as technical liaison for current and potential users.

Develop marketing plans and strategies.

Author and negotiate complex Memorandums of Understanding (MOUs), contracts, and partnership agreements with the entities that work with the County Office.

Communicate effectively, both orally and in writing, with a variety of persons (e.g., senior management, project managers, engineers and clients).

Develop and implement policies, procedures, and guidelines.

Research and stay current with data-related technologies and platforms.

Evaluate and establish appropriate priorities.

Develop policy and regulations for data security and assessment processes.

Establish and accomplish goals and objectives.

Interpret and apply administrative policies to data functions.

Establish, foster, 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.

Skill and Ability to (continued):
Be courteous and maintain a neat and clean appearance and demeanor at all times.

EDUCATION AND EXPERIENCE
Any combination equivalent to experience and training that would provide the required knowledge, skills, and abilities would be qualifying. A typical way to obtain the knowledge, skills, and abilities would be:

Education
Equivalent to the completion of a Master's degree in management information systems, computer science, business administration or related field.

Experience
Eight years increasingly responsible experience in the administration of data systems, including five years in a management position in the technology field.

License or Certificate
Possession of, or ability to obtain, a valid California driver's license and appropriate vehicle operation insurance.

Project Management Professional or equivalent certification is highly desired.

Qualification Requirements:
To perform a job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed in the job description are representative of the knowledge, skills, and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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 the essential functions. Essential duties require the following physical skills and work environment:

While performing the duties of this job, the employee is regularly required to sit, stand, and move about the work area; use hands or handle, fingers, and feel objects, tools, or controls; and talk or hear. The employee may occasionally lift and/or move objects up to 50 pounds. Specific vision abilities required by the job include close vision and depth perception.

Ability to work in a standard office environment with some ability to travel to different sites and locations.

Approval Date: December 12, 2023