



EXECUTIVE DIRECTOR OF STRATEGY & COMMUNICATIONS

DEFINITION

Under administrative direction, plans, organizes, manages, and provides direction and oversight for all functions and activities of the Strategy and Communications Department; plans, directs, and implements comprehensive County-wide public affairs, community relations, marketing, advertising, outreach, and media relations programs and activities; coordinates assigned activities with other County Office of Education (Office) divisions, departments, officials, outside agencies, and the public; fosters cooperative working relationships among Office divisions and departments, and with the media, community groups, and various public and private groups; provides highly responsible and complex professional assistance to the Superintendent in areas of expertise; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the Superintendent. Exercises general direction and supervision over assigned supervisory, professional, technical, and administrative support staff.

CLASS CHARACTERISTICS

This is a department director classification that oversees, directs, and participates in all activities of the Strategy & Communications Department, including short- and long-term planning as well as development and administration of department policies, procedures, and services. This class provides assistance to the Superintendent in a variety of administrative, coordinative, analytical, and liaison capacities. Successful performance of the work requires knowledge of public policy, Office functions and activities, including the role of the Board of Education, and the ability to develop, oversee, and implement projects and programs in a variety of areas. Responsibilities include coordinating the activities of the department with those of other departments and outside agencies and managing and overseeing the complex and varied functions of the department. The incumbent is accountable for accomplishing departmental planning and operational goals and objectives, and for furthering the Office's mission, goals, and objectives within general policy guidelines.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Assumes full management responsibility for all marketing, communications, strategy, and public affairs functions, services, and activities, including public, government, and community relations, advertising, media relations, and internal and external communications.
- Develops, directs, and coordinates the implementation of goals, objectives, policies, procedures, and work standards for the department.
- Manages and participates in the development and administration of the department's annual budget; directs the forecast of additional funds needed for staffing, equipment, materials, and supplies; directs the monitoring of and approves expenditures; directs and implements adjustments as necessary.
- Selects, trains, motivates, and directs department personnel; evaluates and reviews work for acceptability and conformance with department standards, including program and project priorities and

performance evaluations; works with employees on performance issues; implements discipline and termination procedures; responds to staff questions and concerns.

- Contributes to the overall quality of the department's service by developing, reviewing, and implementing policies and procedures to meet legal requirements and Office needs; continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors the distribution of work, support systems, and internal reporting relationships; identifies opportunities for improvement; directs the implementation of change.
- Leads the formulation, strategic development, implementation, and evaluation of the Office's communications, marketing, and community relations programs, projects, and activities.
- Serves as a liaison and coordinates public relations and information between administrators, staff, media representatives, community groups, local, State, and Federal agencies, and the public to facilitate awareness of various Office operations, programs, functions, resources, and events; establishes and maintains contacts with members of the media, community groups, educational organizations, and departments and divisions.
- Oversees the preparation and distribution of media communications and secures media placements to promote Office programs, activities, and accomplishments.
- Manages crisis communication to mitigate negative media coverage relative to controversial issues and to manage public safety information during an emergency or natural disaster.
- Meets and confers with administrators, staff, students, and the public to obtain and determine information appropriate for publication and promotion as part of program assessment processes.
- Directs the management and design of Office's website and social media platforms to ensure compliance and consistency with design standards and guidelines.
- Directs the management of the Office's image and brand, including review of materials developed by other departments and divisions for public distribution and marketing programs, projects, and issues of importance.
- Coordinates assigned programs and services with other Office departments and divisions to establish marketing and communication processes and procedures reflective of organizational goals.
- Develops, proposes, and takes proactive steps to build positive relationships with key administrators, business, civic, and community leaders, and with members of the media.
- Conducts a variety of departmental organizational and operational studies and investigations; recommends modifications to programs, policies, and procedures as appropriate.
- Attends and participates in professional group meetings and various Office committees and advisory groups; stays abreast of new trends and innovations in the field of marketing, strategy, and communications programs and services as they relate to the areas of assignment.
- Monitors changes in laws, regulations, and technology that may affect Office or departmental operations; implements policy and procedural changes as required.
- Prepares, reviews, and presents staff reports, various management and information updates, and reports on special projects as assigned by the Superintendent.
- Maintains and directs the maintenance of working and official departmental files.
- Responds to difficult and sensitive public inquiries and complaints and assists with resolutions and alternative recommendations.
- Learns and applies emerging technologies and, as necessary, to perform duties in an efficient, organized, and timely manner.
- Ensures staff observe and comply with all Office and mandated safety rules, regulations, and protocols.
- Performs related duties as required.

QUALIFICATIONS

Education and Experience:

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

- Equivalent to bachelor's degree from an accredited college or university with major coursework in communications, public affairs, journalism, or a closely related field; and
- Ten (10) years of increasingly responsible experience at a senior level in public relations, public affairs, media, advocacy communications, or a closely related field.

Licenses and Certifications:

- Some positions may require possession of a valid California Driver's License and a satisfactory driving record to be maintained throughout employment.

Knowledge of:

- Organization and management practices as applied to the development, analysis, and evaluation of programs, policies, and operational needs of the assigned area of responsibility.
- Principles and practices of employee supervision, including work planning, assignment review and evaluation, discipline, and the training of staff in work procedures.
- Principles and practices of leadership.
- Administrative principles, practices, and methods including goal setting, program development, implementation and evaluation, policy and procedure development, quality control, and work standards.
- Principles and techniques for working with groups and fostering effective team interaction to ensure teamwork is conducted smoothly.
- Budget development, contract administration, administrative practices, and general principles of risk management related to the functions of the assigned area.
- Principles, practices, and procedures related to reporting and news writing.
- Recent and on-going developments, current literature, and sources of information related to public relations.
- Principles, practices, and techniques used in the conduct of an effective marketing program, including branding, organizational/public communication, and community, government, and media relations.
- Principles and practices of content management and production of publications and marketing material.
- Contemporary issues of inclusion, social justice, diversity, access, and equity as related to education.
- Methods and techniques for the development of presentations, business correspondence, research, and reporting, and information distribution.
- Principles and practices of record keeping.
- Applicable federal, state, and local laws, codes, and regulations as well as industry standards and best practices pertinent to the assigned area of responsibility.
- Mandated safety rules, regulations, and protocols.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and Office staff.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

Ability to:

- Select and supervise staff, provide training and development opportunities, ensure work is performed effectively, and evaluate performance in an objective and positive manner.
- Develop and implement goals, objectives, practices, policies, procedures, and work standards.
- Provide administrative, management, and professional leadership for the Strategy and Communications Department.
- Develop and monitor budgets and effectively utilize resources.
- Delegate authority and responsibility.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Effectively administer a variety of marketing and communications programs, projects, and administrative activities.
- Analyze and make sound recommendations on complex community and intergovernmental relations, media relations, community outreach and public affairs.
- Plan and direct a broad range of programs and services directed to building and maintaining the Office's image in the community and with key stakeholders.
- Manage content and production of publications and marketing materials.
- Understand, interpret, and apply all pertinent laws, codes, regulations, policies and procedures, and standards relevant to work performed.
- Effectively represent the department and the Office in meetings with governmental agencies; community groups; various business, professional, and regulatory organizations; and in meetings with individuals.
- Prepare clear and concise reports, correspondence, documentation, and other written materials.
- Use tact, initiative, prudence, and independent judgment within general policy and procedural guidelines.
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.
- Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 10 pounds.

ENVIRONMENTAL CONDITIONS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing divisional policies and procedures.