



California Collaborative for Educational Excellence



Marin County Superintendent of Schools
As Fiscal Agent for the
California Collaborative for Educational Excellence

PROFESSIONAL EXPERT POSITION ANNOUNCEMENT

August 17, 2017

SENIOR MANAGER, OUTREACH & COMMUNICATIONS – 1.0 FTE California Collaborative for Educational Excellence

THE POSITION: Under the direction of the Executive Director, the Senior Manager, Outreach & Communications assists management of the CCEE with outreach to the media, Local Educational Agencies (LEAs), education-focused statewide associations, nonprofit organizations, and other stakeholder groups. The incumbent will coordinate multi-agency, Local Control Funding Formula (LCFF)-focused informational campaigns, including development of social media content, and other published materials.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Serve as Media Contact: Liaise with media and facilitate requests for interviews, statements, etc. Serve as spokesperson as appropriate. Research media coverage of LCFF and keep CCEE staff apprised of key developments. Route media questions to appropriate CCEE staff as needed.

Develop and Manage Content: Coordinate and partner with other CCEE staff to design all formal organization publications. Copyedit, proofread, and revise all external CCEE communications. Prepare news releases as needed and respond to reports from daily and weekly newspapers, television news stations, and radio news stations. Develop/Procure and manage content for the CCEE's website and social media operation. Design and launch email campaigns. Assist with the development of key messages about pressing LCFF issues for all CCEE staff.

Coordinate Multi-Agency Communications: Foster relationships with education-focused state agencies, local educational agencies, statewide associations, nonprofit organizations, and other community groups. Conduct outreach with county offices of education and other partners to coordinate CCEE visits. Conduct outreach with local trainers utilizing the CCEE's content library to better understand and support their experience. Participate in, coordinate, and conduct multi-agency meetings focused on LCFF continuous improvement efforts. Partner with diverse educational stakeholder groups to coordinate development of multi-party informational materials (e.g. materials branded with CCEE, statewide association, and nonprofit logos and signature) about LCFF successes. Initiate and implement communication projects in response to emerging needs that surface from multi-agency meetings. Assist in the development of a variety of community initiatives and community partnerships.

Perform other duties as assigned requiring essentially the same effort, skill and responsibilities when work requirements are changed or modified.

SALARY: \$133,667 (Funding for this position exists through June 30, 2019, with the potential to be extended.)

BENEFITS: Comprehensive benefit package, which includes participation in medical, dental, vision, and life insurance. Paid sick leave, vacation, holidays, and cellphone stipend. Membership in social security and the Public Employees Retirement System (PERS) is required (members of the California State Teachers Retirement System (STRS) may elect to remain in CalSTRS).

MINIMUM QUALIFICATIONS:

Education and Experience: Bachelor's degree from an accredited college/university is required. Master's degree desired. Three years recent successful experience in education-focused outreach, communication, and/or state level policy is desired.

Knowledge of: High leverage strategies for engaging education-focused state agencies, local educational agencies, nonprofits, and community partners; Standard practices for engaging local, state, and national news media; Website and social media content development and management processes; Oral and written communication skills that translate into accurate, succinct communications for multiple media outlets; CCEE’s administrative regulations, policies, procedures, Board Policies, and California Education Code related to the position; LCFF and Local Control and Accountability Plan (LCAP), including Dashboard; Regulations and laws that pertain to the position; Basic budgetary practices; Correct usage of English composition, grammar, spelling, and vocabulary in both written and verbal communications; Data collection and spreadsheet preparation; Research techniques; Scheduling and coordinating activities; Reading, analyzing and synthesizing a variety of manuals and materials; Compiling and composing documents; Preparing and delivering presentations including utilization of current technologies, both software and hardware; High level public relations skills; Principles of supervision; Modern office methods and procedures.

Ability to: Work under pressure; Work with diverse stakeholder groups; Create media content, including videos; Design and distribute information to the public (including LCFF-focused materials); Understand and apply laws, codes, rules, regulations, policies, and procedures; Work with others under a variety of circumstances; Develop and maintain program budgets; Establish and maintain cooperative relationships with public and private sector personnel and staff; Facilitate change in others by utilizing effective communication and group process techniques; Analyze situations to define issues and draw conclusions; Schedule, coordinate and plan a significant number of activities; Utilize critical thinking skills; Research, gather, collate, and/or classify data; Compose documents, materials and spreadsheets; Present information in front of small and large groups; Utilize hardware and software for presentations; Analyze data and make decisions; Work with individuals and/or groups; Problem solve to analyze issues, create plans of action, and reach solutions; Communicate effectively both orally and in writing; Establish and maintain effective working relationships; Utilize initiative and judgement in sound decision making; Meet the frequent travel requirements of the position.

Physical Demands: Hearing and speaking to exchange information and make presentations; Dexterity of hands and fingers to operate a computer keyboard; Driving a vehicle to conduct work; Seeing to conduct inspection of data; Occasional lifting or carrying up to 25 lbs; Occasional climbing, balancing, pushing, pulling, stooping, kneeling, and crouching; Significant fine-finger dexterity; Generally, the job requires 70% sitting, 15% walking, and 15% standing.

Work Environment: Regularly works in inside environmental conditions with: minimal temperature variations, a generally hazard-free environment, and a clean atmosphere. Works under stressful conditions with interruptions and shifting demands.

License: Valid California driver’s license required.

TO APPLY:

Complete the EdJoin application (www.edjoin.org) and attach the following documents:

- Letter of Introduction (must be specific to the Senior Manager, Outreach & Communications position)
- Current resume

APPLICATION DEADLINE: OPEN UNTIL FILLED

SELECTION PROCEDURES: The multilevel selection process may consist of assessment activities, an application screening process, interviews for eligibility list placement, reference checks and presentations. Those candidates with the most relevant and suitable background will be invited to participate in the process.

In compliance with the Immigration Control and Reform Act of 1986, the Marin County Office of Education requires all new employees to produce certain documents to verify their identity and right to work in the United States. Such documents may include, among others, U.S. Passport, Birth Certificate, Valid Driver's License, and Social Security Card.

The Marin County Office of Education prohibits discrimination against and/or harassment of employees and job applicants on the basis of actual or perceived race, religion, color, national origin, ancestry, age, marital status, pregnancy, physical or mental disability, medical condition, genetic information, veteran status, gender, sex, or sexual orientation in any of its policies, procedures or practices in compliance with Title VI of the Civil Rights Act, Title VII of the Civil Rights Act, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act, the California Fair Employment and Housing Act, and the Age Discrimination Act of 1975.