

## COORDINATOR OF CIVIC ENGAGEMENT, OFFICE OF THE SUPERINTENDENT

### DEFINITION

Develops, plans, coordinates, and administers civic engagement strategies and initiatives for the Office of the Superintendent.

### TYPICAL DUTIES

Develops and manages civic engagement strategies and initiatives for the Office of the Superintendent.

Liaises with the Board of Education staff, senior management staff, Chamber of Commerce, Mayor's office, parent groups, and community committees and commissions on civic engagement matters.

Advises and develops the strategic planning cycle, as well as implementation strategy, for the District by facilitating multiple forums and implementation conversations with multiple stakeholders at all levels.

Develops and writes strategic communications for various meeting formats ranging from policy briefings, community town halls, and conversations with elected, civic, and community leaders.

Initiates, coordinates, and convenes committees, special teams and roundtables to address recommendations that improve the quality of services offered by the District.

Coordinates with various civic partners.

Conducts research, compiles data, and writes reports, correspondence, memoranda, and bulletins.

May represent the Office of the Superintendent in meetings, as necessary.

Performs other duties as assigned.

### DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

The Coordinator of Civic Engagement, Office of the Superintendent is responsible for developing civic engagement strategies and acts as a liaison for the Office of the Superintendent with various community, parent, and civic organizations.

An Executive Coordinator, Office of the Superintendent acts as a liaison for the Superintendent of Schools and serves as the primary liaison between the Superintendent of Schools and the Board of Education and the Superintendent's direct reports.

### SUPERVISION

Administrative direction is received from the Superintendent of Schools. Supervision may be exercised over lower-level professional, or clerical staff.

### CLASS QUALIFICATIONS

#### Knowledge of:

Communications methods, media, and their most effective uses  
The ethnic, cultural, and socio-economic diversity of the population served by the District

Public relations principles  
District organization, operations, procedures, and policies  
District oral and written communications standards  
Office practices and procedures, word processing, and spreadsheet software applications  
Current issues of educational policy and procedure  
Microsoft Windows operating system or Macintosh/Apple operating system

Ability to:

Develop, plan, and implement short and long-range goals and strategies  
Align messages across different types of media to different audiences  
Analyze and evaluate the effectiveness of plans, policies, programs, and organizations  
Formulate and express ideas effectively in both written and oral forms with all levels of Management and stakeholders  
Speak effectively before a variety of groups  
Establish and maintain effective and harmonious working relationships with other employees, officials of the District and other agencies, and the public  
Exercise independent judgment and initiative  
Analyze situations accurately and adopt an effective course of action  
Plan and organize work  
Compose and edit correspondence, reports, bulletins, and memorandums  
Develop efficient methods for obtaining and reporting information  
Oversee multiple projects and issues while working effectively under pressure in meeting deadlines  
Operate and use computers and other office equipment

## ENTRANCE QUALIFICATIONS

Education:

Graduation from a recognized college or university with a Bachelor's degree, preferably in public relations, community relations, public administration, business administration, or a related field. Qualifying experience in addition to that required may be substituted on a year-for-year basis provided that the requirement of a high school diploma or equivalent is met.

Experience:

Four years of professional civic engagement experience or experience analyzing, managing, and implementing strategic plans and initiatives. Experience in California K-12 school district is preferable.

Special:

A valid California driver license and the availability of private transportation or the ability to utilize an alternative method of transportation.

## SPECIAL NOTES

1. An employee in this class may be subject to the reporting requirements of the District's Conflict of Interest Code.
2. Travel to locations throughout the District may be required.

This class description is not a complete statement of essential functions, responsibilities, or requirements. Entrance requirements are representative of the minimum level of knowledge, skill, and/or abilities. To the extent permitted by law, management retains the discretion to add or change typical duties of a position at any time, as long as such addition or change is reasonably related to existing duties.

Revised  
08-30-18  
PJO