

SENIOR DIRECTOR OF ENGAGEMENT

DEFINITION

Plans, directs, and oversees the activities for the Office of Engagement.

TYPICAL DUTIES

- Oversees the strategic planning, design, implementation, and development of the policies, procedures, and activities of the Office to ensure compliance with District policies, federal, State, and local laws related to Title I Parent and Family Engagement, including mandates by Title I, II, and the Local Control Accountability Plan.
- Oversees the District's engagement strategies for external stakeholders in collaboration with District executive leadership and advises the Chief of Communications, Engagement, and Collaboration on all engagement matters, including identifying and recommending opportunities for the Superintendent to engage with the community and stakeholders.
- Directs and oversees the collaboration between departments to ensure clear and consistent communication between internal and external District stakeholders, families, and staff regarding collaboration opportunities.
- Develops and directs strategies to engage parent and community members in collaborative discussions and activities to identify student and family needs and support student achievement.
- Confers with Engagement leadership to improve alignment between District parent and community needs, resources, and opportunities.
- Directs and oversees the analysis of resource utilization, such as organization, staffing, budget requirements, space, equipment and other matters related to the administration of the office and makes recommendations to maximize resources and ensure cost effectiveness.
- Oversees the development, implementation, and review of programs, services, trainings, and content evaluations to determine effectiveness and future necessary modifications to the respective areas.
- Plans and coordinates professional development and training opportunities for community engagement staff.
- Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

The Senior Director of Engagement leads the development and implementation of family and community engagement strategies to align District parent and community services with resources in support of student achievement.

The Chief of Communications, Engagement, and Collaboration is responsible for directing and implementing the District's communications, media, and engagement activities and strategies.

SUPERVISION

Administrative direction is received from the Chief of Communications, Engagement, and Collaboration. General direction is given to lower-level management and support staff.

CLASS QUALIFICATIONS

Knowledge of:

Federal, State, and local policies, rules, laws, and regulations pertaining to student integration programs, compliance, and specially funded programs
Education Code, District policies and procedures, goals and objectives, organizational structure, and functions, and negotiated contracts related to parent and community services
Fundamental principles and accepted practices, current trends, literature, and research in the field of parent involvement
Business, industry, and community involvement in educational programs and public education
Budget preparation and control procedures
Principles of strategic planning, program development, and program review
Various techniques and methods of making presentations and soliciting cooperation
Principles and practices of merit system provisions, organizational development, and supervision
Principles of organization, personnel management, and progressive disciplinary procedures
Principles of public relations
Effective management and supervisory techniques

Ability to:

Present information regarding District programs in a proactive, accurate, and media-sensitive manner
Oversee multiple projects and issues while working effectively under pressure
Contribute to strategic planning and establish objectives
Communicate effectively both orally and in writing
Exercise independent judgment and initiative
Understand proposed and existing state and federal legislation to assess its potential impact on the District
Foster collaborative work relationships
Prepare clear, concise reports
Maintain good relations with a wide variety of individuals and groups
Plan and direct a variety of activities through subordinates
Formulate and revise organizational policies and methods
Analyze complex written materials
Supervise, train, and evaluate work of personnel

ENTRANCE QUALIFICATIONS

Education:

Graduation from a recognized college or university with a bachelor's degree, preferably in communications, public policy, social work, public administration, business administration, education, or a related field.

Experience:

Five years of experience administering, developing, and implementing community or family service programs, or civic engagement initiatives, preferably in an educational setting.

Special:

A valid driver's license to legally operate a motor vehicle in the State of California and the use of a motor vehicle.

Ability to communicate in Spanish, both orally and in writing is highly preferable.

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 and Title Change

2-13-25

RGK/LKD