

Action Item 3.3: Approval of the Director, Communications and Strategy Position

Recommendation: That the Board approve the CCSESA staff position of Director, Communications and Strategy.

Background: According to section VII of the CCSESA bylaws, the Executive Director may "...hire and supervise staff as positions are approved by the Board." As Karen Stapf-Walters works towards hiring staff, we ask for the Board's approval of the position of Director, Communications and Strategy. Attached for your review is the proposed position description, responsibilities and duties.

Job Overview:

Under the direction of the Executive Director and as a key member of the leadership team, the Director, Communications and Strategy plans, develops, executes and manages effective communication, strategy and policy for CCSESA. This position requires a strategic thinker and visionary leader who can build relationships in partnership with agencies and the Capitol community and enhance the reputation of CCSESA through effective communication and strategies. As CCSESA's chief communicator, this position requires significant knowledge and leadership experience in county office structure, education issues and priorities and member support in order to best serve the organization's goals. This individual must possess a strong understanding of TK-12 education policies and practices, including goal setting and program development, implementation and evaluation. The Director, Communications and Strategy will follow the strategic plan to advance the CCSESA brand, image and positive identity, as well as broaden awareness of its programs, initiatives and priorities and increase the visibility of messages and programs across key stakeholder audiences.

Responsibilities and Duties:

Planning and strategizing to ensure cohesive communication direction while increasing visibility and understanding of the role of CCSESA.

- Directs the strategic development, implementation and evaluation of CCSESA's public affairs, communications, media, programs, projects and activities;
- Identifies, analyzes and evaluates emerging issues and activities and develops responsive communication strategies;
- Authors and oversees all forms of communication, letters, publications, website, social media, awards program, etc.;
- Establishes policies and procedures that advance CCSESA's strategic plan;
- Prepare an overarching strategic communication plan that intentionally and proactively integrates communications with CCSESA's organizational goals;
- Provides legislative and policy research, analyze state and federal legislation and regulations, extracting and summarizing key issues impacting education;
- Encourages a professional culture of collaboration, support, and empowerment;
- Performs related duties as assigned.



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Being a thought leader and partner internally and with county offices and state organizations.

- Acts as liaison to industry counterparts;
- Establishes and maintains relationships with county superintendents (or designees), Capitol community and media representatives;
- Serves as the official CCSESA's spokesperson designee, as necessary;
- Establishes CCSESA's effectiveness as a premier statewide advocacy organization by supporting a legislative and communications strategy that leverages the expertise and relationships of members;
- Coordinates crisis response & support for members as needed;
- Serves as a liaison to association steering committees;
- Provides legislative advocacy support in the areas of Career Technical Education, ROP/ROCP, Perkins, Alternative Education, Adult Education, Students with Disabilities and on other issues;
- Attends all Board of Directors and General Membership meetings.

Managing the brand and reputation of CCSESA.

- Manages CCSESA's image and brand, including shaping the CCSESA story, review of materials developed within CCSESA for public distribution and outreach programs, projects and issues of importance to the association;
- Plans and directs the dissemination of information by identifying target audiences, messages, formats, and structure of communication to unify messaging, and reinforce the CCSESA brand while publicly communicating the organization's values, objectives, and public relations of the work of county offices;
- Leads projects to produce appropriate and valuable materials for outreach and engagement to build momentum and understanding of CCSESA, its goals and advocacy agenda;
- Responsible for establishing systems that will ensure consistency of brand, messaging, and visibility;
- Plans, implements and maintains a flow of information internally to ensure that CCSESA staff also share a strong understanding of the mission and purpose of the organization, and its goals.