

**CAJON VALLEY UNION SCHOOL DISTRICT  
PERSONNEL COMMISSION**

**CLASS TITLE: CHIEF INNOVATION AND ENGAGEMENT OFFICER**

**BASIC FUNCTION:**

Under the administrative direction of the Superintendent, provide operational assistance to the Superintendent by leading strategic initiatives and managing special projects at the executive-level; serve as a member of Cabinet; represent and act on behalf of the Superintendent as directed; develop and lead a district-wide communications and marketing strategy, and coordinate District media outreach and social media platforms; direct and/or train, supervise and evaluate staff members, as assigned.

**REPRESENTATIVE DUTIES:**

**ESSENTIAL DUTIES:**

Provide operational assistance to the Superintendent by leading strategic initiatives and managing various special projects at the executive level; serve as a member of Superintendent's Cabinet; represent and act on behalf of the Superintendent, as directed.

Direct and support the execution of the Superintendent's policies and goals.

Participate with the Superintendent and Cabinet in strategic planning, policy development and problem resolution of complex issues and needs; attend Board meetings, prepare materials and make presentations as required; follow-up on Governing Board issues as appropriate.

Develop and lead a District-wide communications strategy and coordinate District media outreach and social media platforms; communicate with staff, the community and the media on behalf of the Superintendent and Governing Board regarding District initiatives, activities and events.

Develop and participate in the implementation of a comprehensive workforce and organizational development program that results in an effective and engaged workforce, cultural development and organizational change initiatives to meet District goals and objectives; design and implement a District-wide collaborative service delivery model; encourage effective new practices that contribute to enhancing District goals and initiatives.

Provide functional supervision of and participate in various District projects and initiatives i.e., World of Work, TEDx, workforce and organizational development programs, district marketing, etc.

Visit schools with the Superintendent, Assistant Superintendents and other District staff to assess level of District support services and provide appropriate feedback to District departments to enhance and adjust District support services.

Provide administrative oversight for and participate in the preparation and completion of reports and interpretation of related data for District administrators, staff and the public for effective decision-making by the Superintendent.

Serve as strategic liaison between the Superintendent, department heads, school administrators, employee organizations, other school districts, public agencies and the public as directed.

Analyze and manage sensitive issues that arise in the Superintendent's office; advise the Superintendent of unusual trends or problems and recommend appropriate corrective action.

Plan and implement a specific, targeted course of action to ensure success in all areas of responsibility; take responsibility and accept personal accountability for assigned functions.

Represent the Superintendent on community committees and task forces, and in problem solving conferences with parents, District staff and Governing Board members; collaborate with key stakeholders on issues that have a direct, strategic impact on District initiatives.

Make presentations to management, staff, various committees and community members, as required; research and respond to inquiries from a broad audience.

Select, train, supervise and evaluate staff members in areas of responsibility.

Develop budget recommendations to assure the effective implementation of programs within scope of responsibility.

Operate a variety of standard office equipment including computer and assigned software.

Drive a vehicle to various sites to conduct work.

**OTHER DUTIES:**

Perform related duties as assigned.

**MINIMUM QUALIFICATIONS:****EDUCATION AND EXPERIENCE:**

Any combination equivalent to: a bachelor's degree in business or public administration, communications, journalism, social science or related field and five years' experience at the executive-level, with two years of implementation and/or development of strategic plans and delivery of large-scale projects for a public agency or large global organization. Master's degree and experience in education is highly desirable.

**KNOWLEDGE AND ABILITIES:****KNOWLEDGE OF:**

Strategic planning and business restructuring practices and policies.

Theories, research techniques, and methodologies related to managing operations of a large, complex, urban organization in a culturally diverse community.

California Education code, and applicable laws, regulations, policies and procedures that affect educational policies.

Policies, goals and objectives of assigned programs and activities.

Collaborative problem solving methods.

Principles and practices of administration and supervision.

Budget preparation and control.

Effective oral and written communication skills.

School and District organization, operations, policies and objectives.

Interpersonal skills using tact, patience, and courtesy.

Operation of a computer and assigned software.

Effective administrative and managerial practices.

District policies and procedures, goals and objectives, organizational structure and functions, and negotiated contracts.

Interpersonal skills using tact, patience and courtesy. Oral and written communication skills.

Research methods and report writing techniques.

Correct English usage, grammar, spelling, punctuation and vocabulary.  
Operate standard office equipment, including computer and assigned software.

**ABILITY TO:**

Plan, develop and organize proposals, processes, projects and events.  
Represent the District before the public in a proactive and media-sensitive manner.  
Communicate clearly and persuasively both orally and in writing to a variety of readers.  
Demonstrate initiative, resourcefulness and energy in accomplishing objectives.  
Solve complex, organization-wide problems and demonstrate leadership in the development and implementation of change.  
Plan and implement a specific, targeted course of action to ensure success in all areas of responsibility; take responsibility and accept personal accountability for assigned functions.  
Prepare comprehensive narrative and statistical reports.  
Manage the maintenance of a variety of reports, records and files related to assigned activities.  
Prepare and deliver formal public presentations.  
Establish and maintain cooperative and effective working relationships with elected officials, District administrators, union representatives, employees, parents, community members, and individuals of other public and private organizations and with all racial, ethnic, and socioeconomic groups.  
Exercise professional and appropriate judgment.  
Analyze situations accurately and adopt an effective course of action.  
Work independently with little direction.  
Plan and organize work and effectively manage simultaneous projects to meet schedules and time lines.  
Apply principles and practices of administration and supervision.  
Operate a computer and assigned office equipment.

**LICENSES AND OTHER REQUIREMENTS:**

Valid California driver's license and use of private or alternative means of transportation is required.  
Ability to maintain automobile insurance coverage.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Office and/or school environment.  
Driving a vehicle to conduct work.  
Subject to attending meetings and conducting work during day and evening hours.

**PHYSICAL DEMANDS:**

Hearing and speaking to exchange information and make presentations.  
Dexterity of hands and fingers to operate a computer keyboard and other office equipment.  
Seeing to read a variety of materials and computer screen for extended periods of time.  
Sitting, standing or walking for extended periods of time.  
Bending at the waist, kneeling or crouching to file and retrieve materials.  
Reaching overhead, above the shoulders and horizontally.  
Regularly lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds.

**CLEARANCES:**

Criminal Justice Fingerprint /Background  
Tuberculosis  
Pre-placement Physical and Drug Screen

**SPECIAL NOTES**

Senior Management classification.

An employee in this class may be subject to the reporting requirements of the District's Conflict of Interest Code.