



BERKELEY UNIFIED SCHOOL DISTRICT
Human Resources Department

**CLASSIFICATION AND
 POSITION DESCRIPTION**

TITLE:	Director, BSEP and Community Relations	REPORTS TO:	Superintendent of Schools
DEPARTMENT/SCHOOL:	Office of the Superintendent	CLASSIFICATION:	Classified Management
FAIR LABOR STANDARDS ACT CLASSIFICATION:	Exempt	WORK YEAR: HOURS:	12 months/Calendar 2000 8 hours per day or duty days/hours as assigned
APPROVED: Commission Board	11/17/14 and 11/18/14 01/28/15	SALARY GRADE:	Schedule: 52 Range: 84

BASIC FUNCTION:

Plan, organize, control and direct the fiscal and programmatic compliance of the programs and services funded by the special tax known as Berkeley Schools Excellence Program (BSEP); serve as primary District liaison to the Planning and Oversight (P&O) Committee and other BSEP-related committees; represent, coordinate, facilitate and/or support the Superintendent in the District's public planning and outreach processes; lead the District communications team; supervise and evaluate the performance of assigned personnel.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

- Plan, organize, control and direct budgets for programs funded by the BSEP tax; collaborate with District administration and the P&O Committee in the development of budgets; develop budgets for programs including class size reduction, expanding course offerings, program support, middle school counseling, visual and performing arts, school libraries, technology, professional development and educational program evaluation, parent engagement, public information and the BSEP school discretionary fund
- Direct the implementation of approved program budgets in the District's systems; monitor the programs and services funded to assure accuracy and compliance with BSEP Measure and the Board-adopted BSEP annual plan; interpret and apply a variety of laws, rules, regulations and policies related to compliance with the BSEP Measure; review and improve systems, processes and policies for monitoring fiscal and programmatic compliance
- Lead the communications team to plan and produce major District communications including e-mail, publications, presentations and website information; manage, lead, draft, plan, review and revise District communications; provide strategic direction for the team; serve as strategic communications director for oversight of communications initiatives
- Prepare and maintain a variety of records and reports related to assigned activities; produce narrative and financial documents of revenues, allocation and expenditures of funds generated by the BSEP tax for the Board of Education; provide analysis of data from a variety of sources; draft policy recommendations
- Train, supervise and evaluate the performance of assigned staff; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions

- Provide leadership and supervise project staff to provide customer service-oriented technical support to school Principals and School Governance Councils (SGCs) to develop and implement site plans for student achievement; work with other BSEP staff and Principals to recruit, conduct elections, train and support the SGC at each school; provide consultation on policies, procedures, by-laws, planning and reporting from District school sites
- Serve as primary District liaison to the P&O Committee by establishing agendas and calendar in conjunction with the committee chairperson; coordinate presentations to the committee; provide revenue and expenditure reports and produce various financial and program reports and other documentations related to the BSEP special tax
- Provide technical expertise, information and assistance to school and District administrators, Board of Education, community groups and others regarding the BSEP Measure and other District policies and programs; assist in the formulation and development of policies, procedures and programs; serve on and collaborate with the Superintendent's Cabinet and other administrators in developing the District's vision, goals, policies and programs
- At the direction of the Superintendent, plan, organize and implement long and short-term programs and activities designed to develop or improve assigned programs and services; propose and initiate processes for District program process improvements as directed
- Direct the preparation and maintenance of a variety of narrative and statistical reports, records and files related to personnel and assigned activities; establish and oversee the maintenance of records required for accountability of the tax revenue; provide signatory approval of expenditures and regularly audit the records for accuracy and compliance with the BSEP legislative guidelines
- Represent the District and work with the Superintendent or Board of Education to plan, organize and conduct public forums and other public processes such as engaging public and staff input for the Superintendent Search, planning for the next BSEP Measure, and other District-wide public initiatives
- Develop and prepare the annual preliminary BSEP budget; analyze and review budgetary and financial data; control and authorize expenditures in accordance with established limitations
- Operate a computer and assigned software programs; operate other office equipment as assigned; drive a vehicle to conduct work as assigned
- Attend and conduct a variety of meetings as assigned

OTHER DUTIES:

- Participate in major projects as requested
- Perform related duties as assigned

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Planning, organization and direction of the BSEP and community relations programs

Principles and practices of fiscal and education policies and practices, especially related to the local special tax

Fiscal management and budget preparation and control

Educational programs and services and compliance requirements of the BSEP Measure

Principles and practices of public information and communication including translation and interpretation

School district organization, operations and objectives

Oral and written communication skills

Principles and practices of administration, supervision and training

Applicable laws, codes, regulations, policies and procedures

Interpersonal skills using tact, patience and courtesy

Operation of a computer and assigned software

ABILITY TO:

Plan, organize, coordinate, implement, manage and assess compliance of the programs and services developed from BSEP legislation

Understand, interpret and communicate the BSEP Measure and District policies, procedures and operations to the community

Produce financial, narrative and technical documents according to established timelines

Organize and facilitate large group planning processes

Prepare presentations and utilize facilitation skills with large and small groups

Communicate clearly and effectively in speaking and writing to diverse audiences

Supervise and evaluate the performance of assigned staff

Interpret, apply and explain rules, regulations, policies and procedures

Establish and maintain cooperative and effective working relationships with others

Operate a computer and assigned office equipment

Analyze situations accurately and adopt an effective course of action

Meet schedules and time lines

Work independently with little direction

Plan and organize work

Direct the maintenance of a variety of reports, records and files related to assigned activities

EDUCATION AND EXPERIENCE:

Any combination equivalent to: bachelor's degree in communications, journalism, public relations or related field and five years increasingly responsible experience in the administration of public policy, non-profit management, fund development or related field

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license, use of personal vehicle, and proof of insurance

WORKING CONDITIONS:

ENVIRONMENT:

Office environment

Driving a vehicle to conduct work

Work variable or evening hours

PHYSICAL DEMANDS:

Hearing and speaking to exchange information and make presentations

Dexterity of hands and fingers to operate a computer keyboard

Seeing to read a variety of materials

Sitting for extended periods of time