

CLASS SPECIFICATION
Senior Assistant to Superintendent

GENERAL PURPOSE

Under general direction, performs varied, complex administrative support functions for the District Superintendent and Board of Trustees; performs public and community relations functions for the Superintendent's Office; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

Senior Assistant to Superintendent is responsible for providing administrative support services to the Superintendent and Board of Trustees to ensure a smoothly operating office in a highly sensitive and changing environment involving District board members and top executives. The incumbent performs complex and diverse administrative duties in support of the Superintendent and Board of Trustees in their interactions with community organizations, interest groups, parents, administrators, the media and the public. The incumbent also performs public and community relations functions for the Superintendent's Office, including serving as liaison between the District and the media, preparing District communications for distribution to the community and the media and preparing and publishing District newsletters, brochures and other documents.

Senior Assistant to Superintendent is distinguished from Executive Assistant to Superintendent in that an incumbent in the latter class serves as the primary assistant the Superintendent and Board of Trustees and is accountable for assuring all required support to the Board for its regular and special meetings.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class. There will typically be an assigned schedule for these duties.

1. Performs a variety of public and community relations functions for the Superintendent's Office; serves as liaison between the District and the media; prepares and organizes the flow of communications regarding District events to the community and the media and serves as coordinator for the District's Communication Council; prepares and publishes newsletters, brochures and other documents; coordinates special community requests; researches and provides pertinent articles to the Superintendent; serves as District photographer at District events, Board meetings and school activities; serves as liaison to the California Department of Education for all public directory information.
2. Provides administrative support for the Board of Trustees; prepares and composes Board correspondence; researches and provides legislative information to the Board and Superintendent; notifies Board members of pertinent information; ensures campaign reform filing processes are completed; sets up Board meeting facilities; makes and confirms travel and conference arrangements for Board members; prepares appropriate acknowledgments, such as correspondence, plaques and certificates.
3. Provides administrative support for the Superintendent's Office; coordinates, monitors and interprets Board policies and administrative regulations for District departments and staff; prepares administrative staff agendas and takes and distributes meeting minutes; assists with and coordinates meetings and presentations for the Superintendent; processes purchase orders and District warehouse orders for the Office; maintains and updates the District events calendar; makes reservations for conference rooms.
4. Receives and screens visitors and telephone calls, providing information and handling issues that may require sensitivity and use of sound, independent judgment; responds to requests for information, refers

matters to appropriate District staff and/or takes or recommends action to resolve the request; provides information regarding District and Board policies, administrative regulations and District procedures.

5. Reviews, determines the priority and routes incoming correspondence, reports, requests and instructions; handles or refers matters as directed; acts as liaison in coordinating matters between the Superintendent, Board members and other department heads and managers; answers e-mail questions received for the Superintendent and Board of Trustees.

OTHER DUTIES

1. Serves as back-up to the Executive Assistant to Superintendent.
2. Coordinates blood drives and United Way campaigns and prepares required reports.
3. Coordinates special employee discounts and activities for amusement parks.

QUALIFICATIONS

Knowledge of:

1. Office administrative and management practices and procedures.
2. Methods and techniques for creating effective media and public relations materials.
3. Basic methods and techniques of issue and image management.
4. Methods and techniques of graphic design, layout and print production.
5. Principles and practices of sound business communication.
6. District organization, rules, policies, administrative guidelines, procedures and provisions of the Education Code applicable to areas of assigned responsibility.
7. The role and responsibilities of a public governing board and applicable state law, code and regulations governing the conduct of public meetings and maintenance of public records.
8. District administrative procedures and forms for human resources, risk management, purchasing, accounts payable, budgeting, travel and training processes.
9. Advanced uses of word processing, spreadsheet, database and other standard software to create complex documents and materials requiring the interpretation and manipulation of data.
10. Research techniques, methods and procedures.

Ability to:

1. Organize, set priorities and exercise sound independent judgment within areas of responsibility.
2. Interpret, apply, explain and reach sound decisions in accordance with laws, regulations, rules and policies.
3. Manage multiple and rapidly changing priorities.

4. Operate a computer using word processing, desktop publishing and other standard text and graphics software.
5. Develop concepts and design specific methods and techniques to improve internal and external communications.
6. Generate interest and convey messages through the development of graphic treatments and persuasive writing.
7. Apply writing style and techniques appropriate for differing business and journalistic/public relations purposes.
8. Type accurately at 55 WPM.
9. Organize, research and maintain complex and confidential office files.
10. Compose correspondence, prepare documents and make arrangements from brief instructions.
11. Communicate clearly and effectively orally and in writing.
12. Prepare clear, accurate and concise records and reports.
13. Maintain highly sensitive and confidential information.
14. Represent the District effectively in public settings and with media representatives on a variety of issues.
15. Exercise tact, diplomacy and discretion in dealing with sensitive and complex issues.
16. Establish and maintain highly effective working relationships with District executives, elected officials, staff, faculty, community groups, media representatives, interest groups and others encountered in the course of work.

Education, Training and Experience:

Graduation from high school or G.E.D. equivalent; and at least six years of increasingly responsible office administrative or secretarial experience; and at least one year of experience in public affairs, public information or community outreach. College-level coursework in public administration, business management and/or communications is highly desirable.

Licenses; Certificates; Special Requirements:

None.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

While performing the duties of this class, employees are regularly required to sit; talk or hear, in person and by telephone; use hands repetitively to finger, handle, feel or operate computers and other standard

office equipment; and reach with hands and arms. Employees are frequently required to walk and stand; and lift up to 25 pounds.

Specific vision abilities required by this job include close vision and the ability to adjust focus.

Mental Demands

While performing the duties of this class, employees are regularly required to use written and oral communication skills; read and interpret data, information and documents; analyze and solve problems; observe and interpret people and situations; learn and apply new information or skills; perform highly detailed work; work on multiple, concurrent tasks with frequent interruptions; work under intensive deadlines; and interact with District executives, elected officials, staff, faculty, community groups, media representatives, interest groups and others encountered in the course of work.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Employees work under typical office conditions, and the noise level is usually quiet.

Board Approval 2/15/2007

Effective 7/1/2007