

**Madera Unified School District
Classified Job Description**

**Director of Performance Management and Internal
Communications**

Purpose Statement

The Director of Performance Management and Internal Communications directs, develops, implements, and supports a system of District-wide performance management which focuses on student achievement; Implementation and on-going updating of the District Strategic Plan; Oversees all internal communications with District staff and sites, and performs other duties as assigned.

This job reports to the Superintendent.

Essential Functions

- Develop, communicate, manage and monitor district data dashboard, including an automated data collection and reporting system.
- Develop and disseminate information and assignments regarding accountability systems; provide a consistent measurement tool and common language for reviewing and analyzing information; audit performance related to the measurement tools and other accountability items.
- Facilitate policy-making sessions with the Board, Superintendent, members of Executive Cabinet, and others regarding issues related to accountability.
- Prepare, or direct the preparation of a variety of narrative and statistical reports, records and files, prepare Board agenda items and packets, and prepare a variety of correspondence and other documents as required related to the District's accountability measures, dashboard and other policies.
- Assist leadership in the development of specific plans to meet identified District targets; assist in determining needed support for the plans.
- Collaborate with all departments to collect, store and report on multiple operational and performance measures.
- Perform Webmaster functions and work on web content. Provide technical web services to include management of district web sites and

associated pages, preparations of documentation and technical reports or presentations.

- Remain abreast of developments and innovations in the field of education and accountability systems.
- Collaborate with Superintendent and instructional leaders to define quality standards in terms of satisfaction, results, achievement and other identified areas and make service offerings consistent with other services.
- Oversees the implementation and updating of the District's Strategic Plan.
- Develop customer service surveys in collaboration with Research, Evaluation and Assessment Department; present findings from those surveys to district and community stakeholders.
- Represent the district as a spokesperson to the media in the absence of the Superintendent.
- Develop and coordinate the publications of a district newsletter for internal and external use.
- Provide in-service education on communication for Board and district staff.
- Coordinate the Madera Educational Foundation.
- Oversee the preparation and distribution of Governing Board Policies and Administrative Regulations to appropriate administrators for review.
- Develop an ongoing marketing plan for the District.
- Assist in the design and implementation of the District Accountability System.
- Organize and conduct district and community-focused events.
- Maintain district master calendar.
- Collect data, assist in the analysis and interpretation of data, and report data to the Superintendent, Board of Education and others as so directed.
- Provide relevant, accurate information as appropriate to meet the needs of the Board of Trustees, Superintendent, Principals and other staff, government, private and social services agencies, as well as the community.
- Assist in the communication of department performance data to the Board, management team, staff, parents and community.
- Maximize the use of information systems to enable school sites to work with their own data for increased effectiveness.
- Assist in the production and distribution of data used in a variety of school and District publications, including the School Accountability Report Cards.

- Conduct staff development/trainings, as needed in relations to assessments and accountability systems.
- Serve as a member of the Superintendent's Executive Cabinet.
- Maintain budget in assigned areas.

Other Functions

- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

Job Requirements:

Skills, Knowledge and Abilities

SKILLS: operating standard office equipment including using a variety of software applications; planning and managing projects; preparing and analyzing comprehensive accounting reports; and preparing and maintaining accurate records.

KNOWLEDGE : Effective research-based strategies, theories, techniques, and methods of instruction, public administration, modern management theory, Education Code, Board Rules, and District policies and procedures, emerging technologies in the area of assessment and accountability, collective bargaining agreements in the District, concepts and applications of electronic data processing, principles of training, employee evaluation, employee relations, and progressive discipline, and principles of public relations.

ABILITY: Analyze problems, make decisions, and be responsible for those decisions, manage large system implementation projects in a cross-functional environment, develop and implement objectives, policies, procedures, work standards and internal controls, determine strategies to achieve goals, conduct group presentations and facilitation, communicate effectively, both orally and in writing with staff and the community in a multiethnic educational environment, exercise judgment and creativity in making decisions, and speak effectively before a variety of groups, blend analysis, dispense corrective feedback in a manner that inspires accountability among colleagues and direct reports, effectively assess, manage and develop resources, effectively interpret education and financial data, demonstrate leadership by inspiring and motivating others to reach a common goal, ability to translate theory into action, assemble confidential and sensitive information including comprehensive narrative and statistical reports, work independently with little direction, use statistical software for measurement, testing and evaluation, supervise and evaluate assigned, learn new or updated computer systems and/or software programs to apply to current work, demonstrate loyalty in high ethical standards, think outside the box and develop methods of solutions inspiring others to reach a common

goal, actively participate in meeting District goals and outcomes, apply integrity and trust in all situations.

Working Environment

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling; and significant fine finger dexterity. Generally the job requires 80% sitting, 10% walking, and 10% standing. This job is performed in a generally clean and healthy environment.

Minimum Qualification

Experience: Four years of management or administrative level experience that includes any combination of the following experience: data management, education statistics, research, assessment, organizational development, or performance management. Executive level experience in the areas listed above is highly preferable.

Education: Graduation from an accredited college or university with a Bachelor's degree in one of the following: Education, Public Policy, Business or related field. Advanced degree is highly preferred.

Certificates

Valid CDL

Continuing Educ./Training

Attend trainings/ updates of current laws, and
Education codes

Clearances

Criminal Justice
Fingerprint/Background
Clearance/TB Clearance

FLSA Status

Exempt

Approval Date

Salary Range