

FRESNO COUNTY SUPERINTENDENT OF SCHOOLS

CERTIFICATED MANAGEMENT POSITION

JCN: 615
EXEMPT

CONTENT COORDINATOR – CAREER AND POST-SECONDARY TRANSITION

BASIC FUNCTION:

Under the direction of the Executive Director, Career Technical Education/Regional Occupational Program (CTE/ROP), plan, organize, coordinate and implement the operations and activities of an assigned program, function or instructional area to enhance educational effectiveness and efficiency of the county office; provide leadership in CTE counseling services across the county; leverage counseling background to design comprehensive career guidance systems, transition planning protocols, and student support frameworks for middle and high school CTE programs; serve as the county's CTE/ROP Counseling lead in career development counseling for special populations and English Language Learners (ELL); ensure equitable access through culturally responsive practices and individualized transition planning; train and collaborate with CTE personnel on evidence-based career counseling strategies, dual enrollment coordination, and data-driven pathway planning; supervise and evaluate the performance of assigned personnel.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

- Assist in coordinating activities designed to enhance CTE/ROP including, but not limited to, meetings, long and short-term projects, committees, special events and a variety of special projects.
- Assist with evaluating budgetary and financial data and ensure expenditures are in accordance with established limitations; assist with grant coordination and preparation as assigned.
- Contact individuals, districts or outside organizations to promote programs, functions, activities, goals and objectives.
- Coordinate and arrange for advertisements and other publicity as assigned.
- Coordinate communications, information and resources to ensure smooth and efficient activities of assigned program(s).
- Coordinate special events as assigned.
- Design standardized career transition planning systems for districts supporting CTE students including special populations and ELL.
- Develop and deliver career guidance curriculum integrating career exploration, self-assessment, educational planning, and workplace readiness skills.
- Develop county-wide CTE counseling frameworks to guide district counselors in career pathway exploration, assessments, and student program placement.
- Develop county-wide CTE student monitoring systems providing districts with data protocols, intervention frameworks, and tracking tools.
- Formulate and develop systems, policies, standards and procedures in compliance with a variety of federal, state and local laws, rules and regulations.
- Plan, organize, coordinate and implement the operations and activities of an assigned program, function or instructional area to enhance educational effectiveness and efficiency of the county office; assist in assuring related activities comply with established standards, requirements, laws, codes, rules, regulations, policies and procedures.
- Prepare and deliver oral presentations, training sessions, and other staff development activities specifically toward targeted CTE/ROP teachers emphasizing instructional strategies and other areas, as assigned.

- Prepare and maintain a variety of narrative and statistical records, reports and files related to programs, functions, instructional areas, projects, compliance, staff development and assigned duties.
- Prepare, develop and distribute related training and support materials.
- Present information concerning operations and activities of assigned program, function or instructional area.
- Provide technical assistance on serving special populations in CTE programs, supporting equitable access, compliance, and accommodations.
- Research, compile, assemble and evaluate and maintain a variety of technical data, information, and programs related to CTE/ROP, including but not limited to, statistical records and reports related to attendance, budgets, projects, compliance data, and staff development; participate in the development, implementation and evaluation of program and educational documents; prepare and distribute related correspondence and informational materials.
- Train, collaborate with, and present technical information clearly to CTE coordinators, school counselors, teachers, and regional educational partners.
- Visit regional partners and district sites to monitor activities and assist personnel; respond to inquiries and provide detailed and technical information concerning related functions, curriculum, activities, standards, requirements, time lines, laws, codes, rules, regulations, policies and procedures.
- Interview, select, supervise and evaluate the performance of assigned staff; coordinate and direct employee assignments and review work to ensure compliance with established plans, strategies, standards, requirements and procedures as needed; work with employees to correct identified deficiencies; review recommended transfers, reassignments, disciplinary actions and/or termination.
- Train and provide work direction and guidance to assigned personnel; assign duties and review work to ensure accuracy and completeness; provide input concerning employee interviews and evaluations.
- Collaborate with assigned supervisor, directors, and administrators who plan courses of study to be used in California public and/or charter schools, and/or research connected with the evaluation or efficiency of the instructional program; ensure effective communication and operation of the programs; assist in the formulation and development of policies and procedures.
- Coordinate with school administrators in planning and developing school activities related to, and an extension of, the instructional and guidance program of the school.
- Examine, select and provide in-service training of teachers, principals, or other similar personnel involved in instructional programs.
- Attend and participate in a variety of assigned meetings, committees, conferences, in-services and/or special events
- Comply with schedules, policies, regulations, procedures, orders, and directives of the County Superintendent.
- Exhibit professionally appropriate interpersonal skills including but not limited to tact, patience, flexibility and courtesy.
- Maintain a safe work environment.
- Operate of a variety of office equipment, including but not limited to a computer and assigned software applications.
- Serve as a liaison between County Superintendent and administrators, personnel, outside organizations and the public concerning assigned area.
- Serve as a technical resource concerning assigned program, function or instructional area;

- Work collaboratively and maintain effective working relationships with others in the course of work in assigned area.

OTHER DUTIES:

- Ability to work a flexible schedule to attend evening and weekend meetings, conferences as assigned and to coincide with department calendared meetings.
- Drive a vehicle to conduct work, using own transportation.
- Perform related duties as assigned.
- Travel within Fresno County, statewide and/or nationwide.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

- Basic education budget principles.
- California State Standards for Career Technical Education.
- Culturally responsive counseling practices, equity-driven strategies, and individualized transition planning specifically designed for special populations and English Language Learners (ELL).
- Data collection, analysis, and evaluation techniques used to measure program effectiveness and student success metrics.
- Evidence-based career counseling strategies, dual enrollment/articulation agreements, and data-driven pathway planning.
- Principles of planning, organizing, coordinating, and implementing the operations and activities of an assigned program, function or instructional area to enhance educational effectiveness and efficiency of the county office.
- Principles, practices, and trends in comprehensive school counseling, career guidance systems, and transition planning frameworks for middle and high school students.
- Principles, procedures and techniques in the development and implementation of professional development, staff development and/or training activities.
- Public speaking techniques.
- Research methods, report writing and record keeping techniques.
- Standards of training and providing work direction.
- Proper English usage, grammar, spelling, punctuation and vocabulary in all forms of communication.
- State Education Code, local, state and federal laws, codes, regulations and requirements and county office organization, operations, policies and objectives as related to assigned activities and/or instructional area.
- Theoretical and technical aspects of field of specialty.

ABILITY TO:

- Advocate for and ensure equitable student access to CTE pathways using culturally responsive methodologies.
- Analyze complex educational data to drive pathway planning, track student outcomes, and optimize program effectiveness.
- Assist with the planning, organization, coordination, and implementation of the operations and activities of an assigned program, function or instructional area to enhance educational effectiveness and efficiency of the county office.
- Coordinate communications, information, personnel, and resources to assure smooth and efficient activities within job assignment and/or assigned program.

- Provide county-wide leadership, technical expertise, and strategic direction in CTE counseling services across diverse school districts.
- Analyze and evaluate situations accurately and adopt an effective course of action.
- Communicate effectively both orally and in writing.
- Drive a vehicle to conduct work.
- Ensure proper and timely resolution of issues, concerns, and conflicts.
- Interpret, apply, and explain rules, regulations, policies and procedures.
- Maintain consistent, reasonably regular, punctual attendance consistent with federal, state, and local standards.
- Operate a variety of office equipment, including but not limited to a computer and assigned software applications.
- Safely and successfully perform essential job functions consistent with federal, state, and local standards, including meeting qualitative and/or quantitative productivity standards.
- Supervise, train, guide, and evaluate the performance of assigned personnel.
- Work confidentially and with discretion.
- Work independently with minimal direction.

EDUCATION AND EXPERIENCE:

EDUCATION:

- Bachelor's degree.
- Master's degree preferred.

EXPERIENCE:

- Four years of increasingly responsible educational experience working in K-12 Career Technical Education or related programs.
- School administration or supervision working in the field related to assigned program preferred.

LICENSURE AND OTHER REQUIREMENTS:

- Valid Pupil Personnel Services Credential in School Counseling required.
- Valid California Administrative Services Credential preferred.
- Valid California driver's license; when driving for work, maintain automobile liability insurance in accordance with California Insurance Code section 11580.1 or maintain other statutorily authorized financial responsibility.
- Enrollment in the California Department of Motor Vehicles Government Employer Pull Notice Program at time of hire and throughout employment with the County Superintendent.

WORKING CONDITIONS

ENVIRONMENT:

- Driving a vehicle to conduct work, using own transportation.
- Office and/or school facility environment.
- Regular interruptions.
- Small and large group meetings.

PHYSICAL DEMANDS:

- Bending at the waist, kneeling or crouching; climb or balance.
- Eyesight corrected or uncorrected sufficient to read a variety of materials including but not

limited to fine print.

- Hearing with or without use of hearing aid(s) sufficient to hear any conversation with others; understandable voice and speech patterns.
- Manual dexterity and coordination sufficient to operate office and/or classroom equipment.
- Sitting, standing and/or walking for extended periods of time.
- Use hands to handle and/or feel; reach with hands and arms.
- Must frequently lift, push, pull or carry up to ten (10) pounds and occasionally lift and/or move up to twenty five (25) pounds.

The physical demands and working conditions described here are representative of those that must be met by an employee to successfully perform the essential functions of this position, subject to reasonable accommodation.

This position description may not be an exhaustive list of all duties, knowledge, or abilities associated with this classification, however it is intended to accurately reflect the principal job elements. Related duties, knowledge, or abilities to those expressly stated may also be required for successful performance of the position.

APPROVED:

Effective: 06/02/2026