



VACANCY ANNOUNCEMENT

The Virginia Association of School Superintendents (VASS) seeks a qualified individual with experience as a school division superintendent, one who has excellent communication skills, and one who is interested in staying connected to the work of school division superintendents by directing the new Virginia Superintendents' Leadership Academy (VSLA) and by serving as the content developer for VASS' digital platforms.

Position Title:

- Director of the Virginia Superintendents' Leadership Academy and Digital Content Developer

Salary:

- \$45,000 annual salary, plus travel expenses. The salary will be paid in 12 equal installments on the 20th of each month. VASS will provide technology as needed in order for the candidate to work remotely.

Qualifications:

- Must have served as a Virginia School Division Superintendent and a member of the Virginia Association of School Superintendents.
- Must demonstrate proficient communication skills, both oral and written.
- Must be proficient with the Microsoft Office (Word, Excel, and PowerPoint) software and have an understanding of the benefit of apps on smart mobile devices.
- Must be able to envision the larger scope of initiatives and then translate into implementation details.
- Must be self-motivated to make independent decisions in accordance with the job responsibilities.
- Must have strong project-management skills.
- Must have the ability to develop and maintain positive relationships with a variety of stakeholders.
- Must have the ability to manage flexible hours that may include evenings and weekends.

Essential Duties:

The role of the Director of the Virginia Superintendents' Leadership Academy is to plan, organize and operate VSLA under the supervision of the VASS Executive Director and Associate Executive Director. Specific duties include but may not be limited to:

- Form and facilitate a VSLA Steering Committee to provide ongoing guidance for the development of the VSLA curriculum and operational procedures.
- Design a competency-based curriculum for VSLA based on the competencies identified in the Profile of a Virginia Education Leader.
- Plan and coordinate four weekend retreats with VSLA partners.
- Plan and coordinate digital communications learning between retreats.
- Create personalized learning opportunities for participants to develop Profile of Virginia Leader competencies.
- Recruit, orient and provide guidance for personal coaches for each participant in VSLA.
- Contact and confirm speakers and panelists for all retreats and virtual seminars.
- Work with VASS' administrative staff in making hotel, facility and technical arrangements for retreats and in approving payments for personnel and logistical requirements.
- Assist the VASS staff in developing an annual budget for implementation of VSLA.
- Develop and implement strategies and materials for recruiting VSLA participants.

- Coordinate with a higher education partner to provide course credit for successful completion of program.
- Coordinate with Virginia Department of Education for awarding of certification credits for participants.
- Maintain consistent communication with VASS staff for decisions, guidance and support.

The role of the Digital Content Developer is to create and maintain current and relevant content for VASS' digital platforms, primarily VASS' webpages and VASS' future app for mobile devices. The Developer will be engaged in VASS' conferences and workshops, VASS' membership events, and work closely with the VASS Executive Director and the Associate Executive Director in having a viable and timely digital presence. Specific duties include but may not be limited to:

- Developing, expanding and monitoring VASS' internal and external digital communications.
- Developing messaging material for VASS that is relevant to members, partners, and external stakeholders and policymakers.
- Working with the app platform provider in facilitating the development of a new VASS app, its implementation, and maintenance.
- Working with VASS' technical support and the App platform provider in posting content on webpages and the app.
- Drafting, pitching, and placing stories, statements, press releases, and media advisories on breaking issues.
- Managing and growing the organization's digital presence including, but not limited to VASS' webpages and VASS' app.
- Disseminating information on state and national professional development opportunities for superintendents through VASS' digital platforms.
- Attending VASS' events to stay abreast of VASS' operations and priorities.

Application Process/Deadline:

Submit the following application components to l.scallet@vassonline.org by the end of the business day, Friday, May 31, 2019. Candidates need to be available June 5-7 for either in-person or phone interviews. Questions can be directed to Ben Kiser, VASS Executive Director at b.kiser@vassonline.org or 804-815-7661.

1. Cover Letter
2. Resume that includes three professional references with phone numbers (letters of reference are not required)

VASS reserves the right to modify the provisions of this vacancy announcement should the position be re-advertised. VASS does not discriminate on the basis of race, color, national origin, gender, creed, marital status, age, religion, sexual orientation, or disability.