**Class Summary**

The responsibilities of this classification include managing the development, implementation, and administration of the strategic planning, policy, and performance management for an agency. Incumbents oversee the agency's long term strategic business planning efforts, key strategic policy initiatives and projects, legislative issues and agendas; operational planning, data analysis and performance reporting to support services, programs, systems and/or processes. In addition, incumbents direct key management staff in agency, and leading or supporting critical projects.

**Distinguishing Characteristics**

This is the second level in a two-level classification series. This classification is distinguished from the Strategic Planning Manager I classification in that incumbents in the Strategic Planning Manager II manage strategic planning, oversee legislative priorities and agendas, and identify innovations in data collection, analysis and reporting to drive organizational performance improvement. Incumbents in Strategic Planning Manager I classification focus on coordinating strategic planning, line of business operational planning, communications, and marketing.

**Examples of Duties**

1. Oversee the development of the agency’s strategic plan, working collaboratively with County and agency-specific leadership, and incorporating input from other internal and external stakeholders.
2. Direct agency policy and procedures development, implementation, and monitoring; including coordinating policy development through inter-jurisdictional review processes.
3. Manage agency strategic initiatives and ensure activities undertaken by the agency are managed responsibly and comply with all relevant laws, regulations, and County policies. Develop objectives timeframes, deliverables and assessment criteria. Report on project status, budget, schedules and other issues.
4. Identify, develop, and implement financial improvement opportunities and facilitate the generation of financial support for agency projects and/or for new business ventures in order to meet organizational commitments.
5. Provide leadership in the development of strategies to improve operational efficiency and/or performance, including overseeing the development of operational plans which identify future operational resource requirements to ensure performance targets are met. Ensure a consistent agency-wide approach to operational planning.
6. Develop and implement a performance management system for agency that helps guide decisions. Take a leadership role in identifying innovations in data collection, analysis and reporting to drive organizational performance improvement. Ensure accurate and timely statistical reporting and performance related information is regularly provided to internal and external stakeholders.
7. Develop, deliver, and manage a strategic marketing campaigns that advance key business goals, supports regional and state government alignment of messages, and promotes public/private partnerships.
8. Participate as an agency management team member; ensure consistency of activities with agency mission and goals; develop annual objectives, work priorities and work plans.
9. Serve as liaison with public officials for assigned projects; provide status reports on projects and make presentations; direct development of necessary ordinances and motions; provide staff support for service evaluations.
10. Participate in the planning and facilitation of regular retreats/meetings for the management team to engage in team based strategic thinking and planning.
11. Supervise strategic business planning and strategic communications staff. Participate in the development of the unit’s annual budget and monitor expenditures.

**Knowledge/Skills**

Advanced knowledge of strategic business planning techniques, principles and practices

Advanced knowledge of transportation industry-related issues and planning principles

Advanced knowledge and skill in financial planning and quantitative performance analysis for a public agency with multiple and diverse services

Knowledge of project management techniques and principles

Knowledge of automated data analysis methods, models and systems

Skill in making presentations and convincing others to initiate action(s)

Skill in synthesizing information and making recommendations within and outside of established policies and procedures

Skills in leadership and in supervising multidisciplinary staff

Skill in managing highly visible and politically sensitive projects

Knowledge of legislative processes

Skill in making timely and quality decisions

Skill in dealing with circumstances outside and in the absence of established policies and/or procedures and being able to facilitate decisions within the organization to get results while maintaining strong customer focus

Strong oral and written communications skills, including ability to communicate technical information to non-technical audiences

Skill in working effectively with diverse individuals and populations

Ability to work on a number of projects/tasks simultaneously

Ability to develop a collaborative and highly effective team environment

Skill in using current office software programs including word processing, spreadsheet, database and email

**Education and Experience Requirements**

Bachelor’s degree and significant experience in strategy development and/or operational planning; broad executive general management experience, preferably within a service delivery environment, demonstrated experience in developing and implementing strategic plans that improve organizational performance; or any combination of experience/education/training that provides the required knowledge, skills and abilities to perform the work.

**Licensing, Certification and Other Requirements**

Some licenses, certifications and other requirements determined to be necessary to meet the business needs of the employing unit may be required.

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| **FLSA Designation** | Exempt (Administrative) |
| **Service Status** | Career Service |
| **EEO Code** | 2 |
| **Levels within same series** | Strategic Planning Manager IStrategic Planning Manager II |
| **Class History** | 03/2015 Created08/2015 Updated title and content |