



Position Description

Executive Director of Strategic Innovation and Digital Transformation

*Salary Level: **Based on Act 93 Agreement***

*Contract/Benefits: **Based on Act 93 Agreement***

*Department or Area: **Office of Learning and Teaching***

Reports To: Chief Academic Officer

*Prepared Date: **May 19, 2016***

Prepared by: Herman James, Chief of Talent Management & Labor Relations

Approved By: Dr. Carol D. Birks, Superintendent/CEO

Qualifications:

- Master's Degree in Educational Leadership, Instructional Technology, Curriculum and Instruction, Educational Administration, or a related field required.
- Doctorate preferred.
- Valid Pennsylvania Principal Certificate or Administrative/Supervisory Certificate required.
- Minimum of seven (7) to ten (10) years of successful educational experience required.
- Minimum of five (5) years of effective classroom teaching experience required.
- Significant district-level leadership, administrative, supervisory, or instructional coaching experience preferred.
- Demonstrated experience leading large-scale instructional innovation, digital transformation, or strategic change initiatives in an urban PreK-12 educational setting preferred.
- Extensive knowledge of instructional technology integration frameworks, digital transformation models, and innovative instructional practices.
- Strong understanding of systems thinking, organizational leadership, and change management principles.
- Knowledge of emerging technologies including artificial intelligence, blended learning, virtual learning, and adaptive instructional systems.
- Ability to analyze and utilize data to drive strategic decision-making and continuous improvement
- Exceptional communication, presentation, facilitation, and interpersonal skills.
- Demonstrated ability to build collaborative relationships with diverse stakeholders.
- Strong project management, strategic planning, and organizational skills.
- Commitment to educational equity, inclusion, and culturally responsive practices.

Summary

The Executive Director of Strategic Innovation and Digital Transformation serves as a visionary and transformational leader responsible for advancing the district's strategic priorities through innovation, technology integration, systems thinking, and future-focused instructional design. This position leads the development, implementation, and sustainability of districtwide initiatives that foster equitable access, personalized learning, digital fluency, and learner-centered educational environments aligned to the Allentown School District's mission, strategic plan, and Portrait of a Graduate.

The Executive Director ensures that instructional innovation and digital transformation efforts are coherent, scalable, data-informed, and focused on improving student outcomes. The role bridges academics, operations, technology, professional learning, and school leadership to create a modern educational ecosystem that empowers students, staff, and families to thrive in an increasingly complex and technology-driven world.

The Executive Director cultivates a culture of continuous improvement, collaboration, creativity, and innovation while ensuring that emerging technologies, instructional systems, and strategic initiatives support high-quality teaching and learning experiences for every student.

The Executive Director supervises and evaluates the Director of Innovation and Instructional Technology, Supervisors of Instructional Technology, and other assigned personnel. Provide leadership, coaching, and performance feedback to support staff growth and organizational effectiveness. Establish measurable goals and performance indicators for innovation and digital transformation initiatives. Monitor implementation fidelity and effectiveness of districtwide innovation efforts. Promote a collaborative and high-performing departmental culture focused on service, innovation, accountability, and continuous improvement.

Essential Duties and Responsibilities

- Provide strategic leadership for the district's digital transformation and innovation agenda aligned to the Superintendent's vision, district strategic plan, and instructional priorities.
- Design, implement, and continuously refine a districtwide framework for innovative teaching and learning that promotes student agency, authentic learning experiences, personalized pathways, and future-readiness.
- Lead systemic innovation initiatives that support deeper learning competencies, interdisciplinary instruction, project-based learning, competency-based education, and college and career readiness.
- Establish and maintain a culture of innovation that encourages calculated risk-taking, continuous improvement, creativity, collaboration, and responsiveness to emerging educational trends and technologies.
- Serve as a key advisor to the Chief Academic Officer and Executive Leadership Team regarding instructional innovation, emerging technologies, digital transformation strategies, and organizational change management.
- Develop short- and long-term strategic plans that integrate instructional technology, innovation, artificial intelligence, and digital learning into districtwide academic priorities.
- Monitor national, state, and international educational trends, research, and emerging technologies to ensure the district remains forward-thinking and competitive.
- Facilitate strategic planning processes related to digital learning, innovation ecosystems, and future-focused instructional design.
- Champion equity-centered innovation practices that eliminate digital access gaps and ensure all students have meaningful opportunities to engage in transformative learning experiences.
- Promote innovation through partnerships with higher education institutions, industry leaders, community organizations, and educational agencies.
- Lead the district's digital transformation initiatives to ensure instructional technology meaningfully enhances student learning, engagement, and achievement.

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- Collaborate closely with the Information Technology Department to align infrastructure, systems, cybersecurity practices, and instructional platforms with educational priorities and classroom needs.
 - Oversee the implementation, evaluation, and continuous improvement of instructional technology systems, digital platforms, learning management systems, and emerging educational technologies.
 - Ensure technology integration initiatives move beyond substitution practices toward transformative instructional models that enhance critical thinking, creativity, collaboration, and communication.
 - Develop and maintain district standards, procedures, and best practices for instructional technology integration and digital learning environments.
 - Guide the responsible and ethical use of emerging technologies, including artificial intelligence, virtual learning, adaptive learning systems, and digital content platforms.
 - Lead districtwide efforts related to digital citizenship, cybersecurity awareness, media literacy, online safety, and ethical technology use.
 - Utilize data analytics and performance metrics to evaluate the impact of innovation initiatives and instructional technology implementation on student achievement and instructional effectiveness.
 - Support schools in leveraging technology to personalize learning experiences and improve instructional differentiation.
 - Coordinate the implementation of innovative instructional models, blended learning environments, and virtual learning opportunities across the district.
 - Collaborate with curriculum and instructional leaders to align innovative practices with academic standards, instructional frameworks, and district curriculum initiatives.
 - Support principals and school leadership teams in creating innovative school cultures that prioritize student-centered instructional practices and continuous improvement.
 - Facilitate the development and expansion of specialized academic pathways, career-connected learning opportunities, STEM/STEAM initiatives, and innovative instructional programs.
 - Promote instructional models that integrate inquiry-based learning, experiential learning, interdisciplinary collaboration, and real-world problem-solving.
 - Lead pilot programs and innovation labs designed to test, evaluate, and scale promising educational practices.
 - Ensure all innovation initiatives support equitable academic opportunities and culturally responsive teaching practices.
 - Collaborate with assessment and accountability teams to monitor the effectiveness of innovative instructional initiatives and measure student growth outcomes.
 - Support district efforts related to future-ready learning environments, competency development, and workforce preparedness.
 - Design and implement a comprehensive professional learning strategy focused on instructional innovation, digital transformation, and future-ready instructional practices.
 - Build internal leadership capacity by identifying, mentoring, and supporting teacher leaders, innovation champions, and early adopters across the district.
 - Collaborate with the Executive Director of Professional Learning to ensure sustained and job-embedded professional development opportunities for all staff.
 - Develop systems that support collaborative learning communities focused on innovation, instructional technology integration, and transformational teaching practices.

- Provide coaching and consultation to district and school leaders regarding organizational change management and innovation implementation.
- Facilitate districtwide training related to emerging technologies, digital instructional practices, artificial intelligence applications, and technology-enhanced pedagogy.
- Support staff in developing digital fluency, instructional adaptability, and competencies necessary to thrive in evolving learning environments.
- Foster a culture of reflective practice, experimentation, and continuous professional growth.
- Serve as the primary liaison among Academic Services, Information Technology, School Leadership, Professional Learning, Communications, and other departments to ensure alignment and coherence of initiatives.
- Coordinate cross-functional teams to implement strategic innovation initiatives efficiently and effectively.
- Collaborate with district leaders to ensure operational systems support instructional innovation goals.
- Develop and manage project timelines, implementation plans, communication strategies, and accountability structures for major district initiatives.
- Assist in the development and administration of budgets related to innovation initiatives, instructional technology, grants, and digital transformation projects.
- Identify and pursue external funding opportunities, grants, and partnerships to support district innovation priorities.
- Prepare reports, presentations, and strategic updates for the Superintendent, School Board, community stakeholders, and district leadership teams.
- Ensure compliance with federal, state, and local regulations related to educational technology, student privacy, accessibility, and digital learning requirements.

Supervisory Responsibilities

The Executive Director supervises and evaluates the Director of Innovation and Instructional Technology, Supervisors of Instructional Technology, and other assigned personnel. Provide leadership, coaching, and performance feedback to support staff growth and organizational effectiveness. Establish measurable goals and performance indicators for innovation and digital transformation initiatives. Monitor implementation fidelity and effectiveness of districtwide innovation efforts. Promote a collaborative and high-performing departmental culture focused on service, innovation, accountability, and continuous improvement.

Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

Interpersonal Relations

Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Shows reasonable control of personal emotions; Exhibits objectivity and openness to the views of others.

Oral Communication

Speaks clearly and persuasively in positive or negative situations; Listens and solicits clarification; Responds appropriately to questions; Demonstrates group presentation skills.

Written Communication

Writes clearly and effectively; Edits work for spelling and grammar; Varies writing style to meet needs of the audience; Presents numerical data effectively.

Teamwork

Balances team and individual responsibilities; Gives and welcomes feedback; Contributes to building positive morale; Puts success of principals and staff above own interests and recognition; Able to build group commitment to goals and objectives.

Leadership Skills

Visionary Leadership

Provides vision and inspiration to peers and subordinates; Mobilizes others to fulfill the vision; Displays passion and optimism.

Change Management

Develops workable implementation plans; Communicates changes effectively; Builds commitment and overcomes resistance; Prepares and supports those affected by change; Monitors transition and evaluates results.

Delegation

Delegates work assignments; Matches the responsibility to the person; Gives authority to work independently when appropriate; Sets expectations and monitors delegated activities; Provides recognition for results.

Leadership

Exhibits confidence in self and others; Inspires and motivates others to perform well; Effectively influences actions and opinions of others; Accepts feedback from others; Gives appropriate recognition to others

Managing People

Includes principals and staff in planning and decision-making; Takes responsibility for the performance of principals and staff; Makes self accessible to principals and staff; Provides regular performance feedback to principals and staff; Develops the skills of principals and staff and encourages growth; Continually works to improve supervisory skills.

Quality Management

Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness; Fosters a focus on quality in others.

Analytical

Synthesizes complex or diverse information; Collects and analyzes data; Uses research, experience and intuition to complement data.

Safety and Security

Observes safety and security procedures when appropriate; Determines appropriate action beyond safety and security guidelines.

Problem Solving

Identifies and resolves problems in a timely manner; Gathers and analyzes facts relating to the problem skillfully; Develops alternative solutions; Works well in group problem-solving situations; Uses reason even when dealing with emotional topics.

Organizational Skills

Cost Management

Works within approved budget; Conserves district/school resources.

Diversity

Shows respect and sensitivity for cultural differences; Educates others on the value of diversity; Promotes a harassment-free environment; Assembles a diverse staff.

Organizational Support

Follows policies and procedures; Completes administrative tasks and reports correctly and on time; Supports district/school's goals and values.

Strategic Thinking

Develops strategies to achieve district/school goals; Understands district/school's strengths & weaknesses; Aligns work with strategic goals; Adapts strategy to changing conditions.

Personal Competencies

Judgment

Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.

Ethics

Treats people with respect; Keeps commitments; Inspires the trust of others; Works ethically and with integrity.

Motivation

Sets and achieves challenging personal goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals

Planning/Organizing

Prioritizes and plans work activities; Uses time efficiently; Sets daily/weekly goals and objectives.

Professionalism

Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect regardless of their status or position; Accepts responsibility for own actions.

Personal Quality

Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies supervisor feedback to improve performance; Monitors own work to ensure quality.

Dependability

Follows instructions, responds to supervisory direction; Takes responsibility for own actions; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan; Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

Innovation

Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving instruction and related activities; Develops innovative approaches and ideas.

Physical Demands

The physical demands described here are representative of those that must be met by an administrator to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

While performing the duties of this job, the administrator is regularly required to talk or hear. The administrator is frequently required to walk, climb stairs, bend, and lift. The administrator is required to use hands to fingers or handle documents, telephone, etc. The administrator is occasionally required to stand; sit and reach with hands and arms. Specific vision abilities required by this job include close vision, distance vision, and ability to adjust focus.

Evaluation

The person filling this position will be evaluated according to the administrative evaluation procedure adopted by the Allentown School District.

Reviewed and read by: _____
Individual serving in this position

Date: _____