**Tovkanets О.S. Managing service quality in the content of training of education managers at the beginning of the XXI century**

The article considers the problem of shaping the content of training of education managers. The necessity of studying quality management education has been substainted. The ways of training of education managers, quality managers forming the new features of social consciousness and practice, a new type of culture and thinking; focus on the principles of quality management; comprehensive knowledge of the essence of the concept of quality management, administrative and operational aspects of quality management; understanding of the division of functions in terms of administrative and operational aspects of quality management; solving complex strategic issues of development of educational institutions have been considered. Providing, maintaining and improving the quality of education and competitiveness necessarily need to consider in relationship , focusing on approaches and concepts that dominate both in the country and at educational institutions. Quality is created in specific organizations, institutions and the process of providing each organization starts with the awareness of employees and a clear understanding of the goals that are a priority for educational institutions. The priority goals of educational institutions based on European and international standards and those priorities. It was found that the introduction of management ideas on quality management of educational services is only possible in conditions of serious changes in the corporate culture of modern educational institutions. It is concluded that the activities of the head of the educational institution should aim to work with management so that it meets the needs of all members of the educational process and made ​​it possible to intensify their work, improve productivity of work and overall efficiency of the pedagogical production as the cultural reproduction of individual. Education manager is not only a source of information but also a carrier of culture, organizator of professional activity and interaction with colleagues. Meeting the needs of the educational sector managers to high-quality higher education, the establishment of their competence, to create conditions for improved organizational harmony of education significantly will affect the competitiveness of the teaching staff at national and international labor markets.

**Key words :** manager of education, training content, quality of education service , quality management, quality management principles.