

TITLE: Director, District and Community Relations

CLASSIFICATION: Management Team – Classified Administrator

SALARY RANGE: 22

SCOPE OF POSITION:

Under the direction of the Superintendent/President, plan, organize, and direct internal and external communications, public engagement and marketing for the District; collaborate with District leadership to create and manage strategies to increase the District's recruitment of students and visibility in the community through advertising, marketing and media relations; provide leadership for the District website; coordinate operations and facilitate all communication between the Office of the President and the Board of Trustees to maintain effective working relationships; train, supervise and evaluate the performance of assigned staff.

KEY DUTIES AND RESPONSIBILITIES:

Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.

1. Serve as Public Information Officer and as a spokesperson and liaison for the District; develop and maintain effective relationships with the media, key community agencies and governmental organizations to obtain extensive news coverage and support of programs, departments, faculty, staff and students throughout the District; and facilitate communication and collaboration with these groups and the President's Office and Board of Trustees.
2. Evaluate and exercise independent judgment in resolving complex issues and conflicts; refer difficult issues as needed; provide detailed and technical information concerning District operations, activities, programs, priorities, processes, policies and procedures.
3. Provide strategic communications, marketing and media counsel to the Superintendent/President and the Cabinet; provide written and oral materials for the President and others to maximize public support and to achieve District goals and objectives.
4. Collaborate with District leadership to create and manage strategies to increase the District's recruitment of students and visibility in the community through advertising, marketing and media relations.
5. Support the President in leading an effective senior management team; advise on items that require priority attention of the President and Cabinet; and facilitate communications with the Cabinet, management team, college community and the public.
6. Provide leadership for the District website; chair the Ad Hoc Web Site workgroup; oversee collaboration with departments to enable continuous improvement of the website for current and prospective students, faculty and staff.
7. Oversee the management of the President's Office and Board of Trustees by providing analytical support on a broad range of matters, including Brown Act compliance; Oversee the preparation and distribution of agendas for the Board of Trustees' meetings.
8. Manage the publications program including print, online and editorial products; provide editorial services to District programs.
9. Manage requests for photography and video needs having an impact on successful strategic marketing; utilize creativity, resourcefulness, inter-departmental collaboration and fiscal responsibility.

KEY DUTIES AND RESPONSIBILITIES – Continued

10. Determine and manage effective media strategies in sensitive situations; create and direct the District communications plan; consult with legal counsel on sensitive legal and emergency situations.
11. Provide technical expertise, information and assistance to the Superintendent/President regarding assigned functions; assist in the formulation and development of policies, procedures and programs.
12. Plan, organize and implement long and short-term programs and activities designed to develop assigned programs and services.
13. Provide analytical support on a broad range of complex issues, and resolve or make recommendations for resolution pertaining to the complex administrative oversight of the President's Office, per District policies and procedures.
14. Train, supervise and evaluate the performance of assigned staff; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions.
15. Direct the preparation and maintenance of narrative and statistical reports, records and files related to personnel and assigned activities; collaborate with the President to produce speeches, articles, blogs, messages in class schedules and other District publications.
16. Communicate with faculty, staff, students and external organizations to coordinate activities and programs, resolve issues and exchange information.
17. Develop and prepare the President's Office, Board of Trustees and Public Relations budgets; analyze and review budgetary and financial data; authorize expenditures in accordance with established limitations.
18. Attend District meetings, events, and community activities as directed by the Superintendent/President.

KNOWLEDGE OF:

1. Communications and public relations strategies, methods, and marketing and advertising techniques.
2. Marketing tools including photography, design, writing, editing, Internet, search engines, search engine optimization and websites.
3. Privacy laws protecting students and employees.
4. Freedom of the press and freedom of speech laws.
5. Education Code and Brown Act legal requirements.
6. Budget preparation and control.
7. Oral and written communication skills, including public speaking techniques.
8. Principles and practices of administration, supervision and training.
9. Applicable laws, codes, regulations, policies and procedures.
10. Interpersonal skills using tact, patience and courtesy.

ABILITY TO:

1. Provide leadership for the District website.
2. Represent the District in meetings with community and governmental bodies.
3. Create innovative solutions to challenging problems.

ABILITY TO – Continued

4. Effectively train, supervise and evaluate the performance of assigned staff.
5. Communicate effectively both orally and in writing to the media and large groups.
6. Establish and maintain cooperative and effective working relationships with others.
7. Understand and resolve complex issues, complaints or problems.
8. Operate a computer and assigned office equipment.
9. Analyze situations accurately and adopt an effective course of action.
10. Meet schedules and timelines.
11. Work independently with little direction.
12. Plan and organize work.
13. Direct the maintenance of a variety of reports, records and files related to assigned activities.
14. Interpret, apply and explain rules, regulations, policies and procedures.
15. Demonstrate sensitivity to, and respect for, a diverse population.

MINIMUM QUALIFICATIONS:

Candidates/incumbents must meet the minimum qualifications as detailed below, or file for equivalency. Equivalency decisions are made on the basis of a combination of education and experience that would likely provide the required knowledge and abilities. If requesting consideration on the basis of equivalency, an Equivalency Application is required at the time of interest in a position (equivalency decisions are made by Human Resources, in coordination with the department where the vacancy exists, if needed.)

Education:

Bachelor's degree in English, Communications, Marketing or related field.

Experience:

Increasingly responsible experience in organizational leadership, communications, public relations and marketing in a college environment.