

**TITLE: Director, Strategic Communications, Government & Public Relations**

**CLASSIFICATION: Management Team – Classified Administrator**

**SALARY RANGE: 28**

**SCOPE OF POSITION:**

Under the direction of the Superintendent/President, serve as a member of the President's Cabinet, advising leadership and Board of Trustees on high-level institutional decisions, translating strategic initiatives and plans into action and working to resolve complex issues; direct effective internal, external and crisis communications for the District; serve as primary District government relations liaison at the local, state and federal level; direct public engagement and marketing for the District by managing 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; 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 a member of the President's Cabinet, advising leadership and the Board of Trustees on high-level institutional decisions and policy decisions; organize, coordinate and translate strategic initiatives and plans into action; develop and review strategies to ensure district initiatives align with the strategic plan and desired outcomes.
2. Guide the District's strategic communication, marketing and media efforts in a manner that supports the institutional mission, long-term strategic direction, policy decisions and goals as set by the Superintendent/President; 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.
3. 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.
4. Triage crisis management issues by coordinating with executive leadership, consulting legal for advice, developing resolution strategies and developing effective crisis communications on behalf of the district; forecast potential crises where possible, providing recommendations for prevention; direct effective media strategies in sensitive situations.
5. Serve as Government Relations Liaison with local, state and federal representatives, representing the objectives and goals of the District in discussions of policy and relaying the District's agenda.
6. Engage constituents in a meaningful and transparent manner; improve operational awareness and information flow by eliciting input from all constituencies and openly communicating the President's priorities and decisions; respond on behalf of the President to inquiries from and/or issues involving students, employees, members of the public and the media.
7. Manage communications and marketing staff to develop and implement strategic marketing initiatives to increase the District's recruitment of students and visibility in the community through advertising, marketing and media relations; develop and implement a strategic digital presence including the website and social media.

**KEY DUTIES AND RESPONSIBILITIES – Continued**

8. 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.
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10. Manage District photography and video needs to maximize impact on successful strategic marketing; utilize creativity, resourcefulness, inter-departmental collaboration and fiscal responsibility.
11. Develop and prepare the Public Relations budget; analyze and review budgetary and financial data; authorize expenditures in accordance with established limitations. 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. Train, supervise and evaluate the performance of assigned staff; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions.
14. 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.
15. Communicate with faculty, staff, students and external organizations to coordinate activities and programs, resolve issues and exchange information.

**KNOWLEDGE OF:**

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

**ABILITY TO:**

1. Communicate effectively both orally and in writing to the college community, the public and the media.
2. Direct programs, staff and cross-functional teams in an efficient and effective manner.
3. Manage highly complex situations, recommend potential solutions and implement decisions in a timely manner.
4. Establish and maintain effective and harmonious relations with students, faculty, staff, administrators, executive leadership, the board of trustees and the public, while developing support for District initiatives.
5. Speak openly and honestly to college leadership, especially in times of extreme stress or challenge.
6. Analyze all situations from a District perspective and effectively communicate the District's mission and values in all decision-making, messaging and public appearances.
7. Provide leadership for the District website.
8. Represent the District in meetings with community and governmental bodies.
9. Create innovative solutions to challenging problems.
10. Effectively train, supervise and evaluate the performance of assigned staff.
11. Establish and maintain cooperative and effective working relationships with others.
12. Understand and resolve complex issues, complaints or problems.
13. Operate a computer and assigned office equipment.
14. Analyze situations accurately and adopt an effective course of action.
15. Meet schedules and timelines.
16. Work independently with little direction.
17. Plan and organize work.
18. Direct the maintenance of a variety of reports, records and files related to assigned activities.
19. Interpret, apply and explain rules, regulations, policies and procedures.
20. Demonstrate sensitivity to, and respect for, a diverse population.

**QUALIFICATIONS:**

**EDUCATION:**

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

**EXPERIENCE:**

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