

TITLE: Senior Director, Marketing, Communications, & Public Affairs

CLASSIFICATION: Management Team – Classified Administrator

SALARY RANGE: 31

SCOPE OF POSITION:

Under the direction of the Superintendent/President, the Senior Director of Marketing and Communications/PIO serves as a member of the President's Cabinet; provides leadership; to plan, organize, and implement a comprehensive marketing and communications program to support the District's vision, mission, strategic plan and enrollment and retention goals; directs effective internal, external, and crisis, and emergency communications for the District; serves as the primary District government relations liaison at the local, state and federal level; serves as the primary public information officer and media communications professional and advisor; provides leadership for the District website; trains, supervises and evaluates 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; provide strategic communications, marketing and media counsel to the Superintendent/President, Board of Trustees, and Cabinet; provide communication guidance for the President and others to maximize public support and to achieve District goals and objectives.
2. Provide vision, leadership, and oversight for planning, developing, and implementing a comprehensive District marketing and advertising plan focused on promoting the District, enhancing student recruitment and enrollment, and building strategic community partnerships through campaign development and execution, print and digital collateral, digital, print, and radio advertising, graphic design, press releases, multimedia and video productions, asset development, social media, website creation and development, photography, and other methods.
3. Plan, facilitate, and develop comprehensive communication strategies and message development and manages internal and external communications for the District, advising the Superintendent/President and others in communication issues. Coordinate and direct District communications and publications including annual reports, District monthly updates, and other communications.
4. Serve as Public Information Officer 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.
5. Provide communications oversight for crisis management issues and emergency situation responses by coordinating with executive leadership, developing resolution strategies and effective crisis communications on behalf of the district; serve as the chief spokesperson for the district during emergencies; forecast potential crises where possible, providing recommendations for prevention; direct effective media strategies in sensitive and/or emergency situations.
6. Lead the District's identity and branding initiatives to ensure brand consistency and protect the District's identity. Advises departments on District standards, style and format of website and marketing materials distributed to the internal and external community. Articulates the District's image and brand in the delivery of its marketing and communication messages.
7. 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.

KEY DUTIES AND RESPONSIBILITIES – Continued

8. 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.
9. Oversee collaboration with administrators, faculty, and classified staff to research, develop, create, and implement marketing and advertising plans for departments, programs, and events.
10. Manage marketing and communications staff to develop and implement strategic marketing and advertising initiatives to increase the District's recruitment of students and visibility in the community; develop and implement a strategic digital presence including the website, video strategy, and social media.
11. Train, supervise and evaluate the performance of assigned staff; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions.
12. Provide leadership for the District's digital presence including website and social media; maintains guidelines, procedures and protocols of all district websites and social media to ensure accuracy and consistency; 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.
13. Manage District photography and video needs to maximize impact on successful strategic marketing; utilize creativity, resourcefulness, inter-departmental collaboration and fiscal responsibility.
14. Develop and prepare the Office of Marketing & Communications budget; analyze and review budgetary and financial data; authorize expenditures in accordance with established limitations.
15. Ensures ongoing marketing and demographics research, analysis, and evaluation in accordance with District strategic enrollment initiatives.
16. 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. Communicate with faculty, staff, students and external organizations to coordinate activities and programs, resolve issues and exchange information. Participate and support the shared governance structure related to the areas overseen.

KNOWLEDGE OF:

1. Leadership and managerial principles.
2. Marketing, Communications, digital and print advertising, media and public relations strategies and methods.
3. Crisis response and crisis communications.
4. Emergency response and emergency communications.
5. Media management and interview skills.
6. Marketing tools including photography, design, writing, editing, Internet, search engines, search engine optimization, digital media, and websites.
7. Privacy laws protecting students and employees.
8. Copyright law, freedom of the press and freedom of speech laws.
9. Education Code, accessibility requirements, and Brown Act legal requirements.
10. Budget preparation and control.
11. Oral and written communication skills, including public speaking techniques.

KNOWLEDGE OF – Continued

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:

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