

ADMINISTRATOR FOR COLLEGE AND DISTRICT PUBLIC RELATIONS

DEFINITION

Plans, develops, and implements a comprehensive public relations program for the District and its colleges.

TYPICAL DUTIES

Plans, develops and implements a comprehensive public relations program for the District and its colleges by:

Formulating and recommending strategies, programs and materials for a public relations program that will increase public awareness and enhance the image of the District and its colleges.

Enlisting the support of key political figures, important philanthropic personages, major industrial and business executives, and community leaders as advocates for the causes of the District and its colleges.

Developing internal informational materials for employees concerning policy and organizational changes, special programs, staff achievements, awards, and news of general interest to employees.

Producing informational materials concerning the goals, objectives, policies, and programs, and activities of the District and its colleges for dissemination to the news media, the general public and specialized targeted groups.

Obtaining feedback from the public and internal personnel through surveys, public opinion studies, or group meetings concerning the programs, policies, services, and actions of the District and its colleges and summarizing the findings.

Evaluating the effectiveness and efficiency of the internal information, media relations, and community relations programs of the District and its colleges and making recommendations on appropriate modifications.

Arranging and participating in workshops, seminars, special events, and other activities with local, civic, service, industry, and educational organizations and/or groups to enhance the image, funding sources, and promote the programs and services of the District and its colleges.

Establishing and maintaining relations with the news media for the purpose of enlisting their cooperation in providing the public with information about the mission, programs, services, and personnel of the District and its colleges.

Responding to informational inquiries from the news media and other agencies as the spokesperson of the District and its colleges.

Writing and editing speeches, articles, news releases, and other communications for college administrators, the Chancellor, and the Board of Trustees members regarding college operations, programs and activities.

Advising college administrators, the Chancellor, and Board of Trustees members of the attitudes, perceptions, criticism, and reactions of community, student, employee, business, political, and governmental groups, and the news media to the policies and actions of the District and its colleges, and providing guidance on how to effectively respond to those issues.

## TYPICAL DUTIES (Cont.)

Advising and providing training to college personnel in developing, implementing, and enhancing their local public affairs program with the general public and community and governmental entities within the college service area.

Arranging and coordinating print and broadcast media interviews with college administrators, the Chancellor, and Board of Trustees members.

Performs related duties as assigned.

## DISTINGUISHING CHARACTERISTICS

An **Administrator for College and District Public Relations** carries out a comprehensive public relations program by making the public aware of the value and importance of the District and its colleges in meeting the higher educational needs of the community and obtaining the public's support for the programs, projects, services, operations, and needs of the District and its colleges.

A **Public Information Officer** conducts a public and internal information program for one or more colleges.

## SUPERVISION

General direction is received from designated members of the President's Cabinet. Functional supervision is exercised over personnel assigned to special public relations projects. Supervision is exercised over professional and clerical personnel.

## CLASS QUALIFICATIONS

### Knowledge of:

Principles of public relations, promotion, advertising, marketing, and public opinion research  
Organization, functions, and inter-relationships of various operating units of the District and its colleges  
Missions, goals, and policies of the District and its colleges  
Objectives and interests of legislative, political, professional, employee, student, and business organizations and community groups impacting the District and its colleges  
Critical issues and problems affecting community colleges  
Methods and techniques of editing and news reporting  
Local, state, and national newspaper, radio, television and other communications media resources  
Practices and principles of business administration, educational administration, public finance, and personnel administration  
Research, statistical, and forecasting methods and techniques  
Federal, state and local laws, ordinances, and codes affecting a community college  
Principles of organization and management  
Principles of supervision and training  
Capabilities of computer applications, systems and hardware used in the field of public relations

Skill in:

Interpersonal relationships

Achieving the understanding and support of individuals or groups with indifferent or opposing points of view

Presenting concepts verbally and in writing

Ability to:

Independently plan and manage a comprehensive public relations program

Present information on a wide variety of subjects using the full array of written, oral, and visual formats and techniques

Write, edit, and publish news releases, articles, and other informational materials

Prepare effective reports, correspondence, and presentations

Apply analytical techniques in the collection, summary, and analysis of factual information for use by management in the decision making process

Identify the characteristics of target audiences and determine the most effective communications techniques for reaching and motivating these groups

Establish and maintain effective and cooperative working relationships with media representatives and public affairs personnel of other organizations

Evaluate the public relations value of information

Exercise initiative, discretion, and critical judgment

Anticipate conditions, plan ahead, establish priorities, and meet schedules

React independently and promptly to situations and events

Recognize critical elements of problems, develop and evaluate data, determine solutions, and formulate recommendations

Motivate, direct, train and develop others

ENTRANCE QUALIFICATIONS

Education:

Graduation from a recognized four-year college or university, preferably with a degree in public relations, journalism, communications, marketing, or a closely related field.

Experience:

Five years of professional-level experience in public relations, which must have included experience with broadcast and print media. Experience in an institution of higher learning is desirable.

Special:

A valid Class "C" California driver's license must be obtained within 60 days of appointment.  
Access to an automobile.