

DIRECTOR OF COMMUNICATIONS AND EXTERNAL RELATIONS

DEFINITION

Plans, develops, implements, and maintains an effective and strategic communications, public relations, and external relations program for the District.

TYPICAL DUTIES

Develops and implements a strategic communications, public relations, and marketing plan that increases public awareness and support of District programs, services, and activities.

Serves as the District's spokes person and establishes and maintains relationships with news media representatives.

Builds and fosters relationships with key political figures, philanthropic personages, business executives, and community leaders to obtain their support of the District.

Writes and edits press releases, feature articles, news stories, postings, reports, and other communications which highlight the goals, objectives, policies, programs, activities and accomplishments of the District, its students, and staff for dissemination to print and broadcast media sources, social media and web based sources, the general public, and specialized target groups.

Coordinates the development and maintenance of the District's web site and electronic marketing to ensure that the design and content achieves the appropriate public relations results.

Develops internal newsletters, bulletins, web site postings, and related materials for employees concerning policy and organizational changes, special programs, staff achievements, awards, and news of general interest to employees.

Evaluates the effectiveness and efficiency of internal and external information, media relations, and external relations programs of the District; obtains feedback from the public and internal personnel through surveys, public opinion studies, and/or focus group meetings.

Advises the Chancellor and Board of Trustees members of the attitudes, perceptions, criticism, and reactions of community, student, employee, business, political, interest, governmental, and media groups to the policies and actions of the District; provides guidance on how to effectively respond to those issues; and implements an effective course of action.

Assists the Executive Assistant to the Chancellor in the coordination of legislative activities.

Arranges and coordinates media interviews, new conferences, ceremonies, meetings, and itineraries.

Writes informative materials, scripts, speeches, and other communications for the Chancellor, Board of Trustees, and other executives of the District.

Advises and provides training to college public relations personnel in developing, implementing, and enhancing their local public relations programs.

Manages crises communication to mitigate negative news events and coverage; facilitates public safety information during an emergency or natural disasters.

Coordinates photo and/or video coverage of District events.

Coordinates publication activities such as obtaining bids, planning and maintaining publication schedules, proofreading galleys, resolving production problems, and ensuring adherence to contracted specifications.

Directs the work of assigned staff.

Develops and oversees the maintenance of the program budget.

Performs related duties as assigned.

## DISTINGUISHING CHARACTERISTICS

A **Director of Communications and External Relations** plans, develops, implements, and maintains an effective and strategic communications, public relations, and external relations program for the District by making the public aware of the value and importance of the District, enhancing its image, and enlisting the public's support for the programs, projects, services, operations, and needs of the District.

**Assistant to the Chancellor** provides professional-level assistance to the Chancellor in his/her day-to-day leadership over the educational and business operations of the District and his/her representation of the District in the external community; coordinates legislative activities, particularly those concerning state educational program legislation and funding; and provides oversight and coordination of the Chancellor's Office staff .

A **Manager, Public Relations**, plans, develops, implements, and manages a comprehensive college marketing and public relations program designed to promote the services and programs of a college and to enhance its image.

## SUPERVISION

General direction is received from the Executive Assistant to the Chancellor. General supervision is exercised over professional and other assigned personnel.

## CLASS QUALIFICATIONS

### Knowledge of:

- Principles of communications and public relations and its role in advancing an organizational agenda
- Principles, theories, practices, and techniques of marketing, branding, and advertising
- Communications media sources and their most effective uses, including print, broadcast, web, and social media
- Methods and techniques of preparing and disseminating news releases and securing media placements
- Design content and production of marketing and public relations materials
- Community colleges mission and their place in the higher education landscape
- Missions, goals, and policies of the District
- Objectives and interests of legislative, political, interest, professional, employee, student, business and community groups and organizations impacting the District
- Principles of conflict resolution and crisis management
- Organization, functions, and inter-relationships of various operating units of the District and its colleges
- Capabilities of computer applications, systems and hardware used in the field of communications including but not limited to World Wide Web and internet environments and desktop publishing
- Research methods and techniques
- Principles of supervision, training, and staff development

Ability to:

- Plan, develop, implement, and maintain a strategic communications, public relations, and external relations program
- Apply research and analytical techniques in the collection, summarization, and analysis of information for media distribution and presentations
- Evaluate the public relations value of information
- Present information on a wide variety of subjects using the full array of written, oral, and visual formats and techniques for diverse media outlets
- Identify the characteristics of diverse target audiences and determine the most effective communications techniques for reaching and motivating these groups for maximum support of District programs, services, and activities.
- Establish and maintain effective and cooperative working relationships with District administrators, business and community leaders, and representatives of communications media and governmental organizations
- Analyze situations accurately, adopt an effective course of action, and maintain composure in all situations
- Exercise the authority of the position with diplomacy, honest, integrity, humor, and tact
- Exercise initiative, discretion, and critical judgment
- Anticipate conditions, plan ahead, establish priorities, and meet schedules
- Motivate, direct, train, and develop others

ENTRANCE QUALIFICATIONS

Education:

Graduation from a recognized four-year college or university, preferably with a degree in communications, public relations, marketing, journalism, or a related field. A Master's degree in the aforementioned disciplines is desirable.

Experience:

Five years of paid professional-level experience in communications, public relations, external relations, or related area, which must have included experience with various media sources such as web-based, broadcast, and print media. Experience in an institution of higher learning is desirable. Experience with legislative activities is desirable.

Special:

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