EXECUTIVE ASSISTANT TO THE PRESIDENT

DEFINITION

Provides professional-level staff assistance to a College President in the execution of his/her administrative and public relations responsibilities over the educational, business, and student services of a college.

TYPICAL DUTIES

Provides liaison between the President and college staff by coordinating activities and projects for the president; providing information on the President's objectives, approach, and opinions on various matters, and relaying the President's directives and instructions on delegated matters.

Confers with the President or members of the campus community on the needs of the college regarding public relations.

Evaluates information, reports, and data submitted to the President to determine the soundness of objectives, college-wide impact, and makes recommendations to the President based on findings.

Gathers data and informational materials and briefs the President on the status of current issues, problems, and projects.

Prepares factual reports, materials or plans for public relations campaigns.

Coordinates inter-departmental projects of special concern to the college president.

Oversees the conduct of press conferences, ceremonies, meetings and itineraries for college staff and official visitors.

Writes reports, summaries, directives, communications, pamphlets, brochures and bulletins for the President and assists in speech writing.

Prepares newspaper releases, publication articles, promotional publicity, and maintains relationships with news media to ensure proper dissemination of the college's philosophy, objectives and accomplishments to the general public.

Represents the President at meetings, campus events, and conferences noting commitments requiring follow-up, providing information on the President's objectives, approach, and opinions, and speaking on behalf of the President, as appropriate.

Explains and interprets Board rules, regulations, policies, procedures, and precedents for campus personnel, representatives of community groups and organizations, and the public.

As directed, provides liaison between the college and other educational institutions, the District Office, governmental agencies, and community groups on designated matters.

May take photographs, read proofs and insure distribution of publications or other public relations materials.

May train and supervise personnel assigned to the Office of the President.

Performs related duties as assigned.
DISTINGUISHING CHARACTERISTICS

An Executive Assistant to the President provides professional-level staff assistance to a College President by coordinating and/or performing a variety of on-going and special administrative and public relations projects which require a thorough knowledge of both the District's organization, policies, rules, and practices, as well as the policies, goals, and objectives of the College President and the College. This classification does not represent an administrative support classification at a clerical or paraprofessional level such as the classes of Executive Secretary or Executive Assistant.

An Administrative Analyst analyzes and devises solutions to complex problems related to the analysis of systems and procedures, organization and management, work-flow and distribution, work simplification, and improvement in efficiency in an administrative services, academic affairs, or student services area. Supervision of assigned employees may be assigned but is not an essential characteristic of the class. Employees in this class work at a journey level and are expected to work independently and without immediate supervision.

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

An Executive Assistant to the Chancellor provides professional-level staff assistance to the Chancellor in the execution of his/her administrative responsibilities over the educational and business operations of the District. This position requires a thorough knowledge of the Chancellor’s goals and objectives, and the organization, policies and goals of the District, as opposed to line responsibility or in-depth technical expertise in a functional area such as finance, business, or personnel.

SUPERVISION

General direction is received from a College President. Functional supervision may be received from a Vice President. Functional supervision may be exercised over college staff on projects and matters delegated by the College President.
CLASS QUALIFICATIONS

Knowledge of:

Organization, functions, and inter-relationships of various operating units of the District and College
Policies, goals, objectives, and mission of the College President and the College
Federal, state and local laws, rules and regulations affecting a community college
Fundamentals of educational administration, public administration and business administration
Objectives and interests of community groups and political, legislative, professional, employee, student, and business organizations impacting the District
Methods and techniques of research
Business report writing
Basics of public relations, advertising, and publicity
Capabilities of computer applications, systems, and hardware used in educational institutions

Skill in:

Interpersonal relations
Presenting concepts verbally and in writing

Ability to:

Independently plan, coordinate, and perform complex assignments
Exercise initiative, discretion, and good judgment
Establish and maintain effective working relationships with administrators and staff of the college and District, governmental agencies, private organizations, and the community
Communicate tactfully and effectively with groups served by the college
Present information on a wide variety of subjects using the full array of written, oral and visual formats and techniques
Write clear and effective reports, correspondence, and educational and informational materials
Interpret and apply laws, rules, regulations, policies, and procedures of the District to a wide variety of projects
Maintain the confidentiality of work
Gather, compile, and analyze data; draw conclusions; and devise solutions to assigned problems
Learn specialized computer applications
ENTRANCE QUALIFICATIONS

Education and Experience:

A. Graduation from a recognized four-year college or university. Coursework in business administration, public administration, educational administration, and public relations is desirable.

AND

Three years of full-time, paid experience in a professional-level staff position with responsibilities for the analysis and development of recommendations involving business management, public relations, or closely related functions. Experience in an institution of higher learning is desirable.

OR

B. A master’s degree from a recognized four-year college or university with a major in business administration, public administration, public relations, educational administration, or related fields

AND

One year of full-time, paid experience in a professional-level staff position with responsibilities for the analysis and development of recommendations involving business management, public relations, or closely related functions. Experience in an institution of higher learning is desirable.

Special:

A valid Class “C” California driver's license.
Travel throughout the District may be required.