

San Diego Community College District

CLASSIFICATION DESCRIPTION

Classification: Executive Public Relations Officer
Working Title: Vice Chancellor, Marketing, Communications, and Public Affairs
Unit: Executive Management

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Job Code: C8230
Original Date: 09/1995
Last Revision: 01/2025
Staff Type: Classified
FLSA status: Exempt
Salary Range: 04

DEFINITION

Under the leadership of the Chancellor and in accordance with the goals of the District, the Executive Public Relations Officer plans, organizes, directs, administers, reviews, and evaluates districtwide communications, marketing, government relations, and public affairs programs. Areas of responsibility include districtwide branding and marketing, visual identity systems, media relations, government and elected official relations, social media communications, and district website content management. The Vice Chancellor provides executive leadership in accordance with the District's Educational Plan and strategic plan goals and objectives. The Vice Chancellor serves as the Acting Chancellor in the absence of the Chancellor as assigned.

DISTINGUISHING CHARACTERISTICS

The class of Vice Chancellor/Executive Officer is assigned to executive District administrators responsible for major functions which have substantial districtwide impact, including policy development and implementation. Incumbents report directly to the Chancellor and serve in the Chancellor's Cabinet.

EXAMPLE OF DUTIES

1. Develop, implement, manage, coordinate, and lead the District's comprehensive marketing, communications, visual identity, and website content programs in a manner supporting participatory governance, access and inclusion for diverse communities and stakeholders, and the District's Educational Plan.
2. Develop, implement, manage, coordinate, and lead the District's comprehensive government relations, legislative advocacy, media relations, and public affairs in a manner supporting participatory governance, access and inclusion for diverse communities and stakeholders, and the District's Educational Plan.
3. Serve as the District's primary liaison with news and social media outlets, represent the Chancellor and Board of Trustees in matters of interest to media, and manage relationships with key media stakeholders.
4. Develop, implement, manage, coordinate, and lead the District's comprehensive enrollment marketing and public awareness campaigns to promote the District's educational programs, student services, legislative priorities, fundraising campaigns, and related matters.
5. Prepare testimony and materials for presentations by the Chancellor and members of the Board of Trustees before local, state, and national legislative committees and commissions; prepare speeches for presentation before public and private sector organizations at the local, state, and national levels.
6. Assist in the coordination of special events, such as media events, press conferences, and visits by dignitaries and public officials.
7. Serve as a key adviser to the Chancellor, Board of Trustees, and executive managers on policies, procedures, and management issues related to assigned areas of responsibility and to promote equity, inclusion, and accessibility for the District's diverse stakeholder communities.

8. Represent the District in local, State, and national committees, workgroups, and meetings.
9. Review and recommend legislation and advocacy priorities impacting assigned areas of responsibility, which could benefit the District and its students, faculty, and staff; maintain liaison with appropriate government agencies and local, State, and national organizations.
10. Plan, organize, implement, direct, administer, review, evaluate, and revise assigned programs, services, and activities in accordance with the District's mission, vision, values, strategic goals and objectives, and ensure legal compliance and integrity in a manner promoting equity, inclusion, and access for the District's diverse student, employee, and stakeholder communities.
11. Manage financial resources within assigned areas of responsibility to ensure expenditures are within revenue projections, budgets are developed timely and implemented effectively, allocation and use of resources are equitable and support the District's DEIA-related goals and objectives, and to ensure continuity of operations and services.
12. Ensure the timely preparation, maintenance, submission, and distribution of reports and records as required by federal, State, local, and District regulations and policies; provide routine and timely communications to the Chancellor, Board of Trustees, Chancellor's Cabinet, and District stakeholders of the status of assigned functions, programs, and services.
13. Plan, organize, direct, supervise, and lead daily operations in assigned areas of responsibility, including assigning job duties and work schedules, providing timely feedback on performance, conducting performance evaluations, assessing training and professional development needs for assigned staff and providing training opportunities, participating in hiring and onboarding new staff, and participating in corrective and disciplinary processes with assigned staff.
14. Work collaboratively and professionally with faculty, staff, students, and stakeholders from diverse academic, socioeconomic, cultural, disability, gender identity, and ethnic communities.
15. Demonstrate cultural humility, sensitivity, and equity-minded leadership in working with individuals from diverse communities; model inclusive behaviors; and achieve equity in outcomes.
16. Contribute positively to a culture valuing diversity and promoting equity, inclusion, and accessibility; promote staff diversity, address equity gaps impacting students, and create an inclusive environment within assigned areas of responsibility.
17. Lead other operational areas and perform related duties as assigned.

DESIRABLE QUALIFICATIONS

Knowledge:

California Education Code and Title V regulations and laws, regulations, and statutes applicable to assigned areas of responsibility
District policies and procedures
Effective communication methods, techniques, and modes to engage with diverse stakeholder communities
Enterprise technology platforms, applications, and services

Lived experiences of students from diverse academic, socioeconomic, cultural, disability, gender, and ethnic communities
Local, regional, State, and national economic conditions and demographics
Modern office practices, procedures, and equipment, including computer hardware and software
Principles of effective community college and higher education instructional programs, comprehensive student services, and administrative operations
Principles of effective, efficient, and equitable public administration and organizational management, leadership, and operations
Principles of effective enrollment marketing
Principles of effective government and public relations
Principles of effective legislative advocacy with local, state, and federal agencies and elected officials
Principles of effective media relations
Principles of effective participatory governance processes and engagement

Skills and Abilities:

Communicating and gaining support for the District's mission, vision, and values
Communicate effectively through multiple modalities with diverse internal and external stakeholders
Create a culture of shared accountability for effective performance within assigned areas
Define issues, analyze problems, evaluate options, develop sound conclusions, and make appropriate recommendations to the Chancellor and Board of Trustees within applicable laws, regulations, policies, procedures, rules, and effective business practices
Establish and maintain effective working and professional relationships with individuals from diverse communities
Hire, onboard, train, evaluate, supervise, develop, and discipline assigned staff
Leading effectively through participatory governance and in collaboration with diverse stakeholders
Learn from errors, determine appropriate corrective action, and prevent repeat occurrences
Manage, coordinate, and lead in planning/research, evaluating, monitoring, maintaining, and expanding human resources and administrative services programs in a community college district.
Operate and effectively use office technologies and software applications, including general business platforms and technologies and enterprise resource planning systems
Organize, assign, prioritize, and guide work activities within assigned areas of responsibility and provide timely, effective feedback
Plan, organize, direct, administer, review, and evaluate assigned programs and services and formulate program policy recommendations to implement the District's Educational Master Plan and other goals and objectives in accordance with local, State, and federal laws
Read, interpret, and apply laws, regulations, policies, and guidelines impacting the effective, efficient, and equitable performance of the assigned areas and the District's comprehensive operations
Research, analyze, develop, and interpret policies and procedures impacting assigned areas of responsibility
Strategic planning, action, and leadership

Training and Experience:

Any combination of training and experience equivalent to: a Master's Degree from an accredited college or university in public relations, journalism, marketing, communications, business administration, public administration, or a field related to the assigned areas of responsibility, and six years of increasingly responsible supervisory or management experience related to the duties of this position and two years in an administrative capacity.

Demonstrated cultural humility, sensitivity to, and understanding of the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of community college staff, faculty, and students.

License:

Valid California driver's license.

WORKING CONDITIONS

Physical Requirements:

Category III

Environment:

Favorable, usually involves an office. Occasional travel to District campuses, training events, conferences, and assigned events