

San Diego Community College District

CLASSIFICATION DESCRIPTION

Title: Director, Communications and Public Relations

Unit: Executive Management

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Job Code: C8230
Original Date: 09/1995
Last Revision: 01/2014
Staff Type: Classified
FLSA status: Exempt
Salary Range: 21

DEFINITION

Under the direction of the Chancellor and Board of Trustees, plan, organize, direct, and evaluate a variety of activities to develop and maintain a strong public image for the District and to advance the goals and objectives of the District at the local, state, and national levels.

EXAMPLES OF DUTIES

1. Provide leadership, goal setting, and planning for the District's communications and public relations functions.
2. Advise the Chancellor, Board of Trustees, administrators, faculty, staff, and students regarding current and potential public relations issues and concerns.
3. Serve as District legislative liaison; review, analyze, monitor, and advise the District, Colleges, Continuing Education, and Board of Trustees on pending legislation at the local, state, and national levels.
4. Develop and maintain relationships with legislative leaders and communications and advocacy staffs of state and national community college associations; explain issues on behalf of the District.
5. Analyze community and college research data and pertinent government initiatives to develop recommended goals and objectives for the District's Communications and Public Relations functions.
6. Research information from a variety of sources, analyze and determine key points, then prepare speeches or position papers that support and accurately reflect the views of the Board of Trustees and the Chancellor.
7. 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.
8. Assist the Chancellor in a variety of planning and research projects.
9. Serve as official District spokesperson, as requested by the Chancellor, and act as primary liaison with the news media on important matters.
10. Coordinate, prepare, and supervise the release of all official District and Board of Trustees news releases.
11. Confer with administrative staff, members of the Board of Trustees, and government, business, and community leaders regarding the needs and services of the District.
12. Assist in the coordination of special events, such as tours and visits by dignitaries and public officials.
13. Advise, coordinate, and assist College and Continuing Education Public Information Officers with selected campus-based publicity and news media relations.
14. Develop and maintain a system of communication with and for District employees to keep them informed of major issues, decisions, plans, legislation, District events, and accomplishments. Serve as writer and editor of several District publications, including newsletters, brochures, fliers, and posters.

15. Develop budget recommendations and control budget for assigned programs and activities.
16. Direct the work of staff, consultants, graphic artists, printers, photographers, and others involved in projects and programs of the Office of Communications and Public Relations.
17. Perform related duties as assigned.

DESIRABLE QUALIFICATIONS

Knowledge:

- District organization, operations, programs, policies, procedures, philosophy, mission, goal and objectives.
- Legislative process at the local, state, and national levels.
- Marketing strategies and techniques.
- Oral and written communications skills.
- Principles and practices of effective public, community, and media relations.
- Principles and techniques of desktop publishing, photography, interviewing, speech-writing, editing, and proofreading.
- Techniques of preparing, producing, and disseminating information, using all major communication media.

Skills and Abilities:

- Analyze and evaluate sensitive situations accurately, using good judgment to determine public relations consequences and recommend effective courses of action.
- Communicate effectively in writing and orally.
- Establish and maintain effective and cooperative working relationships with others.
- Establish schedules and meet deadlines.
- Plan and implement an effective communications and public relations program.

Training and Experience:

- A Bachelor's degree from a regionally accredited institution (a Master's degree is preferred) and five years of experience in higher education (preferable at a community college) and direct experience in community outreach and information.

License:

- Valid California driver's license.

WORKING CONDITIONS

Physical requirements:

- Category III, usually minimum requirements.

Environment:

- Favorable, usually involves an office. May require travel from site to site.