



## Associate Director of Legislative & Community Relations

Management Range: 17

Board Approved: 09/12/24

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*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job; however, any additional duties will be reasonably related to this class.*

### **SUMMARY DESCRIPTION**

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Under the direction of the appropriate administrator, the Associate Director of Legislative & Community Relations plays a key role in securing external resources to enhance student learning opportunities and garner public and legislative support for the District's mission.

This position entails effectively communicating the District's legislative positions, building mission-focused relationships with policymakers and community leaders, monitoring and analyzing legislation, strengthening community partnerships, and managing district staff at the Educational Opportunities Help Desk in partnership with the Mexican Consulate in San Bernardino.

The incumbent must embody the District's core values of accessibility, inclusion, integrity, courage, collaboration, and excellence, serving as a higher education advocate and ambassador between the district, community, industry, and policymakers.

### **REPRESENTATIVE DUTIES**

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*The following duties are typical for this classification.*

Legislative Affairs:

1. Collaborates with the Associate Vice Chancellor to develop and execute public affairs strategies that advance SBCCD's legislative priorities, communications, and community relations goals.
2. Analyzes and tracks local, state, and federal legislation affecting the district. Develop position letters, policy briefs, white papers, and other materials to inform internal stakeholders and decision-makers.
3. Enhances the District's regional presence by maintaining regular communication with policymakers and key stakeholders; fosters positive relationships and facilitates meaningful dialogue through campus visits, advocacy briefings, and providing strategic access to District resources; generates support for the District's legislative and budget priorities by actively engaging with policymakers, industry leaders, labor groups, educational institutions, philanthropic organizations, alumni, and civic leaders.
4. Plans and executes high-profile events on campus and in the community to foster partnerships between the District, industry, government, educational institutions, and civic organizations. These events should aim to enrich student learning opportunities and highlight the importance of public investment in the District's mission.
5. Coordinates logistics for meetings with policymakers in Sacramento and Washington D.C., including scheduling, itineraries, talking points, and advocacy briefing materials.
6. Develops newsletter articles, press releases, social media content, and videos for government, industry, education, civic leaders, grant funders, families, and taxpayers to showcase the District's educational and economic impact.



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### Community Relations:

7. Manages district staff coordinating the Educational Opportunities Help Desk partnership with the Mexican Consulate in San Bernardino; supports the District's enrollment targets by strengthening collaboration between college departments and the Educational Opportunities Help Desk.
8. Builds partnerships with diverse groups and organizations in the Inland Empire to highlight and promote the value of post-high school education; works with local community services and agencies to distribute information and promote District initiatives and programs.
9. Stays updated on community and political dynamics affecting the District's service area; works to understand the interests and perspectives of key stakeholders and provide strategic counsel to District leadership; represents the District at key community events and acts as a liaison between the District and community organizations.
10. Assists in the development and execution of crisis communication plans and protocols to respond to and manage potential community issues; serves as a point of contact for community concerns and complaints, facilitating timely resolution and effective communication.

### Resource Development and Partnerships:

11. Supports the department in identifying grant opportunities and industry partnerships that provide resources and enhance services supporting the District's educational mission.
12. Develops industry and community partnerships to create internships, apprenticeships, mentorship programs, and community service opportunities for students; organizes mixers and campus meetings to foster collaboration between the District, industry, government, education, and civic organizations.
13. Identifies opportunities to sponsor and support regional initiatives and community events to elevate the District's engagement in the region; solicits sponsorships to fund district-led community programs, events, and activities.
14. Performs other duties as assigned.

## **MINIMUM QUALIFICATIONS**

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*The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.*

### **Knowledge of:**

- Legislative processes and government affairs at the local, state, and federal levels.
- Community relations strategies, public relations, and communication principles.
- Crisis communication skills to effectively handle and respond to potential community issues.
- Various communication channels and technologies to engage diverse stakeholders.
- Microsoft Office Suite and other relevant software applications.
- Public contracting processes; such as request for proposal, request for qualifications, and low-bid, design-build, lease-leaseback and public works construction contracts.
- Ethnic, cultural and geographical diversity of communities throughout the District service area of Inland Empire.



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### **Ability to:**

- Effectively handle and respond to potential community issues.
- Convey complex information and advocate for the district's positions.
- Develop and execute public affairs strategies.
- Participate in the development and administration of goals, objectives, and procedures for assigned area.
- Gather and analyze data and situations and make appropriate decisions.
- Prepare and present comprehensive, concise, clear oral and written reports.
- Analyze problems, identify alternative solutions, and implement recommendations in support of goals.
- Demonstrate a sensitivity to, and understanding of the diverse academic, socioeconomic, cultural, and ethnic backgrounds of community college students and personnel, including those with physical or learning disabilities.
- Demonstrate professionalism, fairness and honesty in all aspects of the performance of duties.
- Provide leadership based on ethics and principles as they relate to the District management functions and operations.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.

### **Education and Experience Guidelines**

#### **Education/Training:**

- A Bachelor's degree in Political Science, Public Administration, Communications, or a related field from an accredited institution.

#### **Required Experience:**

- Five years of increasingly responsible experience in government relations, legislative affairs, public policy, community relations, communications, or a related field.

#### **License Requirement:**

- Possession of a valid California driver's license.

#### **Preferred Experience:**

- Experience in higher education.
- Experience in political or legislative settings.

## **PHYSICAL DEMANDS AND WORKING ENVIRONMENT**

*The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.*

**Environment:** Work is performed in both indoor and outdoor environments and may be exposed to occasional hazards of construction sites and extreme weather conditions. Travel between sites and off-site is required.



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**Physical:** Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight up to 25 lbs.; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

**Vision:** See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and to operate assigned equipment.

**Hearing:** Hear in the normal audio range with or without correction.