



Community Engagement Manager, KVCR

Management Range: I 4

Board Approved: 08/13/2026

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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

The Community Engagement Manager will report to the Executive Director, KVCR and maintain responsibility for the development and implementation of a comprehensive plan to foster connections and build relations between KVCR and the community it serves.

REPRESENTATIVE DUTIES

The following duties are typical for this classification.

1. Develops and implements, and manages a comprehensive community engagement, outreach, partnership, and public relations strategy that aligns with KVCR's goals, values, audience development objectives, educational mission, and community service priorities; identifies target audiences, establishes goals and performance measures, determines appropriate engagement methods, and evaluates outcomes.
2. Actively seeks, engages, and builds relationships with community leaders, local, state, and federal government officials, nonprofit organizations, educational partners, business and industry representatives, civic organizations, and other key stakeholders to expand KVCR's visibility, partnerships, and community impact.
3. Develops and maintains partnerships with local elementary and high schools to foster and encourage interest in media, broadcasting, journalism, production, communications, and related career pathways.
4. Actively engages with community members and partner organizations through public events, tradeshow, school and university, events, clubs, civic groups, online platforms, and other outreach channels to promote KVCR programs, services, initiatives, and community resources.
5. Prepares and conducts presentations to schools, career day events, chambers of commerce, civic organizations, community groups, educational partners, public agencies, and other stakeholders to promote KVCR, media career pathways, community engagement initiatives, and partnership opportunities.
6. Plans, organizes, coordinates, and evaluates various on-site and off-site outreach and community engagement events to promote KVCR, including turkey drives, toy drives, giveaways, and other community events that enhance KVCR's visibility and service to the community; identifies sponsorships, grants, donations, fundraising opportunities, and other resources to support the planning and implementation of such events.
7. Develops, organizes, and oversees activities, tours, workshops, and related engagement opportunities to support KVCR programs, staff efforts, educational initiatives, and community needs ; develops and offers revenue-generating workshops and fee-based activities, as appropriate.
8. Serves as the liaison and primary point of contact for the college's Institute of Media Arts (IMA) instructional program; coordinates with faculty, administrators, students, and KVCR staff regarding IMA fellows; assists with interviews, onboarding, scheduling, placement, communication, and ongoing support for fellows participating in the program.
9. Collaborates with other District and college sites, instructional programs, and community partners to recruit, place, and support volunteers and interns for KVCR station programs and operations.
10. Manages and oversees IMA fellows and KVCR volunteers and interns for the duration of their assignments; verifies availability, develops and maintains schedules; coordinates placement and assignments, tracks



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participation; serves as a resource, including providing and receiving feedback, resolving issues, and answering questions.

11. Gathers and analyzes data related to community engagement and outreach efforts, partnerships, workshops, events, internships, fellowships, and related activities, including survey results, participant feedback, attendance, revenue, and community demographics, and other performance measures; uses data to evaluate effectiveness, prepare reports, and support future planning and decision-making.
12. Assists in budget development; monitors expenditures; prepares and submits fiscal reports as needed; oversees grant expenditures, documentation, and compliance requirements for assigned programs, events, workshops, partnerships, internships, fellowships, and community engagement activities.
13. Anticipates, prevents, and resolves difficult and sensitive inquiries, conflicts and complaints related to assigned programs, events, partnerships, interns, fellows, volunteers, community members, and stakeholders.
14. Develops and maintains program materials, outreach content, schedules, records, participant information, event documentation, and related communications to support community engagement, instructional partnerships, workshops, internships, fellowships, and public relations activities.
15. Collaborates with staff responsible for Development to identify, support, and coordinate fundraising, sponsorship, donor engagement, grant, and partnership opportunities that advance KVCR community engagement, educational outreach, events, workshops, and related initiatives.
16. Provides work direction, training, coordination, and oversight to assigned hourly, temporary, volunteer, intern, fellow, and professional expert personnel; participates in selection, scheduling, assignment of work, performance feedback, and issue resolution as assigned.
17. Performs related duties as required.

MINIMUM QUALIFICATIONS

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:

- Principles, practices, and strategies of community engagement, outreach, public relations, audience development, and partnership development.
- Principles and practices of fundraising, outreach and community engagement.
- Principles and practices of planning, coordinating, promoting, and evaluating community events, educational outreach activities, workshops, tours, and public presentations.
- Basic principles, practices, and operational needs of public media, broadcasting, media arts, communications, educational outreach, and related instructional or internship programs.
- Principles and practices of volunteer, intern, fellow, hourly, temporary, and professional expert coordination, scheduling, training, work direction, and performance feedback.
- The use of institutional databases and research methods.
- Principles and practices of budget preparation and administration.
- Principles of supervision, training, and performance evaluation.
- Pertinent federal, state and local laws, codes and regulations.



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Ability to:

- Plan, organize, coordinate, implement, and evaluate multiple programs, events, workshops, tours, outreach activities, partnerships, and community engagement initiatives.
- Communicate effectively in person and in writing.
- 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, project consequences of proposed actions and implement recommendations in support of goals.
- Provide sound judgment and superior problem-solving skills.
- Interpret and apply California Education Code, Title 5, federal, state, and local policies, laws, and regulations as it relates to the position.

Education and Experience Guidelines – *Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

Education:

- A Bachelor's degree from an accredited college or university in communications, marketing, public relations, business administration, public administration, media arts, journalism, broadcasting, community engagement, or a related field.

Experience:

- Three (3) years of increasingly responsible experience in community engagement, public relations, marketing, fundraising, sponsorship development, event planning, or educational outreach, including experience coordinating programs, events, partnerships, or public-facing initiatives.

Equivalency Provision:

- In the absence of a Bachelor's degree from an accredited college or university in communications, marketing, public relations, business administration, public administration, media arts, journalism, broadcasting, community engagement, or a related field, an Associate's degree or sixty (60) semester units with relevant course work in communication, marketing, or a related field and five (5) years of increasingly responsible experience in community engagement, public relations, marketing, fundraising, sponsorship development, event planning, or educational outreach, including experience coordinating programs, events, partnerships, or public-facing initiatives is qualifying.

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 primarily in a standard office setting; frequent travel from site to site.



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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; 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.