



Senior District Director of Marketing, Public Relations and Legislative Affairs

Management Range: 21

Board Approved: 06/20/2019

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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

Under the direction of the Chancellor, the Senior District Director of Marketing, Public Relations and Legislative Affairs will implement and coordinate a District-wide program of external relations, marketing, public information, community relations activities, and institutional advancement. The Senior District Director serves as principle legislative policy researcher and public affairs officer, coordinating with District Legislative Advocacy consultant, and Federal, State and local agencies industry groups and legislators, and performs a variety of professional and technical services relating to District programs and operations. Serves as Chief of Staff to Chancellor, Board of Trustees and executive leadership.

REPRESENTATIVE DUTIES

The following duties are typical for this classification.

1. Required to work directly with colleges, leadership, government officials and community. Directs and supervises the work of any consultants, including but not limited to, design professionals, marketing firms, and other professional service providers.
2. Serves as the District resource regarding the development of marketing and public information program for the District.
3. Maintains District-wide record of publicity. Researches, collects, compiles, tabulates, and/or analyzes data and materials, preparing computerized spread sheets, reports and manuals pertinent to marketing, public relations and legislative program areas; reads, assesses and disseminates information from government publications (California Community Colleges Chancellor's Office, state entities, municipal entities, and other industry groups), and the internet websites. Provides routine management reports to the Chancellor regarding performance in those areas.
4. Provides supervision and direction to the administrative directors for each of the following areas: web services, and administrative support center.
5. Develops standards for, and coordinates the preparation and publication of all information regarding the District and coordinates with colleges and sites regarding off-campus marketing efforts within the service area.
6. Provides responsible professional and technical assistance to the Office of the Chancellor in the evaluation of District policies and procedures; and works with staff at the District Office and the colleges to develop policy goals and objectives through the compilation of relevant data in support of recommendations.
7. Develops and maintains close liaison with media, alerting them to stories of interest, preparing appropriate press releases, and hosting them at various meetings at the District Office and the colleges, and auxiliary sites.



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8. Tracks regulatory issues at the federal, state and local level and provides regular written guidance to District staff.
9. Develops and support legislative and governmental relations for the Chancellor and Board of Trustees.
10. Develops and maintains broad-reaching community contacts to both gather and disseminate demographic, opinion, and strategic marketing data.
11. Serves as liaison with Public Relations officer contacts at various community and civic organizations. Serves as the lead media contact for the Chancellor and Trustees and acts as the District liaison and spokesperson for print and broadcast media.
12. Prepares copy for District news/media releases, District newsletters, annual reports, and other publications that serve as information pieces for the communities served the District. Provides for coverage at District and college events as necessary including responsibility for photography and graphics.
13. Attends/participates/makes presentations to the California Community College's Chancellor's Office, state entities, municipal entities, industry groups, and others to advocate for the District.
14. Develops policy analyses and initiatives, author position papers, and advocates on behalf of the District, or helps to prepare staff to advocate before legislative representatives, local officials state agencies, federal departments, and trade associations.
15. Regularly attends meetings of local political and community organizations, state and federal representatives, regulatory officials, and trade associates and engage in other necessary political outreach.
16. Develops communications plan and marketing strategy, and execute objectives. Prepares and develops marketing materials and publications; internal and external communications material and District branding initiatives. Assigns staff resources to serve the colleges and district departments in order to support each entity's specific mission while maximizing cross-marketing opportunities and branding objectives.
17. Coordinates all marketing and public relations activities at the District including press releases, photo opportunities for District events, and marketing campaigns. Develops strong relationships with media representatives and ensures public views the organization favorably. Maintains coordination of these efforts with College Directors of Marketing and Public Relations.
18. Assists the Chancellor in the preparation of information for the Board of Trustees, and in responses to local, state, and federal leaders of legislators.
19. Provides responses to general inquiries as needed (e.g. by government officials, academic colleagues, trade associations, and the media).
20. Facilitates the formation of the partnerships with cities, community organizations, non-profits, and other local, state and federal agencies.
21. Manages and interacts with consultants working on key District policy issues (e.g. public relations or advocacy-related consultants).
22. Directs and administers the successful implementation of the District facilities initiative related to the Local/MBE/WBE/Veterans Opportunities Program.



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23. Organizes and participates in outreach activities to promote long-term competitive capacity for local small contractor and subcontractors; local minority, women and veterans organizations; and other community organizations.
24. Performs additional duties as requested.

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:

- Operational characteristics, services, and activities of a marketing and public relations program.
- Principles and practices of program development and administration.
- Principles and practices of marketing and public relations.
- Advanced methods and techniques of journalistic writing and reporting techniques.
- Advanced methods, procedures, programs, and techniques used to write, edit, and publish newsletters and brochures.
- Public information channels.
- Techniques and equipment used to create various forms of media and marketing material.
- Principles and practices of budget preparation and administration.
- Principles of supervision, training, and performance evaluation.
- Knowledge of data collection and analysis principles Knowledge and skill in training methods, programs and techniques.
- Proficient in business office procedures, methods, and equipment including computes and applicable software applications such as desktop publishing, word processing, graphics, design, page layout, drawing, painting and database management.
- Principles of business letter writing and basic report preparation.
- English usage, spelling, grammar, and punctuation. Pertinent federal, state, and local laws, codes, and regulations.
- Knowledge of Education Code.
- Outstanding skills in developing written documents for a variety of audiences, including executive memos, position papers, public relations documents, etc.
- Excellent verbal communication skills, including public speaking and interpersonal communication skills.

Ability to:

- Develop, implement, and evaluate marketing & public relations goals, objectives, policies, and procedures.
- Plan, organized, direct, coordinate, and evaluate marketing & public relations programs. Develop, write, and coordinate the production of marketing materials in an effective and appropriate manner.



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- Edit and prepare articles for publication.
- Interact with staff and students in planning and coordinating public relations activities.
- Deliver promotional materials to various venues.
- Respond to inquiries and requests
- Plan and organize work to meet changing priorities and deadlines.
- Meet critical deadlines while working with frequent interruptions.
- Oversee, direct, and coordinate the work of lower level staff.
- Participate in the selection and recommendation, supervision, training, and evaluation of staff. Participate in the preparation and administration of assigned budget.
- Participate in the development and administration of goals, objectives, and procedures for assigned area.
- Organize data, maintain records, and prepare reports.
- 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. Operate a digital camera and manipulate digital images.
- Operate office equipment including computers and applicable software applications such as desktop publishing, word processing, graphics, design, page layout, drawing, painting and database management.
- Adapt to changing technologies and learn functionality of new equipment and systems. Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Edit and prepare articles for publication.
- Establish and maintain cooperative and effective working relationships.
- Meet the public with courtesy and tact.
- Interact with staff and students in planning and conducting public relations activities.
- Travel nationally as needed.
- Work with minimal supervision.

Education and Experience Guidelines

Education/Training:

- Master's degree from an accredited college or university with major course work in journalism, communications, advertising, marketing, English, public relations, or a related field.

OR



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A Bachelor's degree from an accredited college or university with a focus in political science, public policy, public relations, law or related field and eight (8) years of experience in policy research, legislation or public administration can be used in lieu of the Master's degree. **Experience:**

- Six (6) years or more of policy research, legislative experience or community affairs. Successful record of interaction with key public and community leaders.
- Must have evidence of sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of community college students (E.C. 87360a).

License and Certification:

- Possession of a valid California driver's license.

Preferred Experience:

- Public information experience in community college or university.
- Experience of no less than five (5) years in supervision/management of public agency communications and/or institutional advancement.
- Comprehensive knowledge of the District's organization, operations and relevant public policy issues, including knowledge of Bond measures, Higher Education, Crisis and advocacy communications and communications with elected officials.

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.

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 up to 25 pounds; 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.