

CHABOT-LAS POSITAS COMMUNITY COLLEGE DISTRICT

**DIRECTOR OF PUBLIC RELATIONS, MARKETING
AND GOVERNMENTAL RELATIONS**

Range 21

CLASSIFIED MANAGEMENT CLASS SPECIFICATION

MANAGEMENT RESPONSIBILITY

The Director of Public Relations, Marketing, and Governmental Relations is a position designated by the Board of Trustees of the Chabot-Las Positas Community College District. The incumbent is responsible for the satisfactory completion and/or coordination of the listed duties and responsibilities either directly or through administrative review. The incumbent is charged by the Board of Trustees with the satisfactory implementation of Board policies and District procedures as applicable to the position.

GENERAL DESCRIPTION

NOTE: For the purposes of this job announcement, the term “district” refers to the four entities that comprise the Chabot-Las Positas Community College District: the District Office, Maintenance & Operations (M&O), Chabot College and Las Positas College.

Under direct supervision of the Chancellor, this position will plan, organize, direct, and evaluate a variety of activities in order to develop and maintain a strong public image for the District and advance the goals and objectives of the District at the local, state, and national levels. The Director will design and implement communications to support the District’s mission and strategic goals; direct the District-wide advertising efforts for student recruitment; promote events; develop and direct strategic goals and efforts as they relate to public relations, government relations, community relations, and media relations; and oversee graphics, web design and printing activities of the District.

REPRESENTATIVE DUTIES AND RESPONSIBILITIES

1. Provide leadership, goal setting, and planning for the District’s political advocacy, marketing, and communications functions;
2. Work with the Chancellor to identify resource opportunities;
3. Advise the Chancellor, Board of Trustees, administrators, faculty, staff, and students regarding current and potential public relations needs and concerns;

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4. Maintain an active and cooperative relationship with the media and key community/public agencies;
5. Coordinate and direct all marketing and public relations activities for the Chabot-Las Positas Community College District;
6. Serve as official District spokesperson, as requested by the Chancellor, and act as primary liaison with the news media;
7. Coordinate, prepare, and supervise the release of official District and Board of Trustees' news releases;
8. Coordinate and direct selected special events, such as tours, visits and press conferences with foreign dignitaries and public officials;
9. Develop and maintain a system of internal and external communications designed to keep District employees and the general public informed of legislation, District events, and accomplishments, as appropriate. Write, edit, and supervise the production of several District publications including newsletters, brochures, fliers, and posters;
10. Develop and maintain a District-wide government relations program, including reviewing, monitoring, and advising on pending legislation; assessing legislative priorities and recommending legislative programs;
11. Develop, implement and promote strategies to advance District initiatives to legislators, elective officials, officers and staff of other governmental and community agencies, and maintain an active, cooperative relationship with legislators and their staff as well as legislative advocacy staffs of state and national community college associations;
12. Serve as District legislative liaison; review, analyze, monitor, and advise the District, Colleges, and Board of Trustees on pending legislation at the local, state, and national levels. Provide analysis in both oral and written reports;
13. Monitor legislation; develop and recommend legislative strategies and provide leadership, goal setting, and planning for the District. And, explain issues on behalf of the District;
14. Working in collaboration with appropriate technology staff oversee district web and social media sites;
15. Coordinate necessary revisions of district policies and administrative regulations as appropriate. Participate actively in the development of long-range and strategic plans for the District and Colleges;

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16. Analyze community and college research data and pertinent government initiatives to develop recommended goals and objectives for the District's government and public relations functions;
17. Assist in the development of testimony for presentations by the Chancellor and members of the Board of Trustees before local, state, and national legislative committees and commissions, as well as for presentations to public and private sector organizations at the local, state, and national levels;
18. Develop budget recommendations and control budget for assigned programs and activities;
19. Direct the work of staff, consultants, graphic artists, printers, photographers, and others involved in projects and programs of the Office of the Director of Public Relations, Marketing and Governmental Relations;
20. Serve as a member of the District and other committees as assigned;
21. Perform related duties as assigned.

Physical Activities and Working Environment

Performance of the duties of this job may include the following physical activities: standing, walking, stooping, reaching and manipulating (lifting, carrying, moving) light to medium weights of 10-30 pounds, sitting for prolonged periods of time; visual acuity for reading numerical figures; good hand-eye coordination; arm, hand and finger dexterity, including ability to grasp; and visual acuity to use a keyboard, operate equipment, and read application information. Performance of the duties of this job frequently involves sitting, reaching with hands and arms, talking, and hearing. This position also involves regular travel to various locations.

INDIVIDUALS WITH DISABILITIES WHO ARE UNABLE TO CARRY OUT THE PHYSICAL ACTIVITIES OF THE POSITION WILL RECEIVE REASONABLE ACCOMMODATIONS TO ENABLE THEM TO PERFORM THE ESSENTIAL FUNCTIONS OF THE POSITION.

MINIMUM QUALIFICATIONS

Education and Experience

Qualified candidates will possess a Master's degree from an accredited college or university AND three years of related work experience, including experience in mass media advertising, including newspaper, magazine, radio, television, Web page, and direct mail.

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Demonstrate sensitivity to and an understanding of the diverse academic, socioeconomic, cultural and ethnic backgrounds of community college students, including those with physical and/or learning disabilities.

Knowledge, Skills, and Abilities

1. Principles and practices of public policy development and legislative processes;
2. Public relations, publications, marketing, and advertising theories, techniques and practices;
3. The mass communication media, including magazines, newspapers, news services, radio, television and the Worldwide Web;
4. Current trends in marketing and ability to provide a marketing perspective to District administration;
5. Evidence of successful work experience of increasing responsibility and demonstrated abilities that include the following:
 - a. Success in marketing and recruitment activities in higher education;
 - b. Experience and knowledge working on issues that apply to educational institutions;
 - c. Knowledge of a variety of technologies to enhance efficiency, customer service, and office operations;
 - d. Extensive and successful experience in respectful and sensitive communications with people at all levels within organizations, who are diverse in their cultures, language groups, and abilities;
 - e. Demonstrated oral and written communication skills, including persuasive public speaking;
 - f. Budget management, including statistical and financial reporting;
 - g. Demonstrated skill in marketing techniques, website management, promotional materials production, and event coordination;
 - h. Demonstrated success in working with representatives from governmental agencies and educational institutions;
 - i. Experience working in a team environment to accomplish the goals and priorities;
6. Ability to assess legislative initiatives and priorities at all levels of government.

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7. Ability to work irregular hours, including weekends or evenings when necessary.
8. Ability to work cooperatively and responsibly with all segments of the District and community at large.
9. Ability to serve as an effective representative of the District and Chancellor.

LICENSE

The Director of Public Relations, Marketing and Governmental Relations must be able to provide his or her own transportation to perform work-related duties.

NOTE: This administrative class specification is not necessarily all-inclusive in terms of duties and responsibilities.

Recommended to the Board of Trustees: June 16, 2015
Adopted by the Board of Trustees on: June 16, 2015
Effective: June 17, 2015
Revised by Board of Trustees on June 20, 2017
Effective: July 1, 2017
Job Family: Classified Administrator/Management