

PALOMAR COMMUNITY COLLEGE DISTRICT

Classification Title: Director, Communications, Marketing and Public Affairs

Department: Communications

FLSA Status: Exempt

Staff Category: Administrative Association (Classified Administrator)

Salary Range: 67

Supervision Received From: President/Superintendent

Original Date: July, 2012

Supervision Given: Administrative, Supervisory, and Classified Staff in Communications

Last Revision: September, 2013

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.

JOB SUMMARY.

Responsible for planning, directing, implementing and evaluating marketing, communications, public relations, and governmental affairs, including development of strategic communications plans; production of class schedules, newsletters, annual reports and other publications; oversight for media relations; and advocacy for government and legislative issues.

DISTINGUISHING CHARACTERISTICS.

The Director, Communications, Marketing and Public Affairs is a stand-alone class and is distinguished from other directors by its responsibility for direct support to the Superintendent/President and providing leadership and direction for the Communications Office.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS. Essential responsibilities and duties may include, but are not limited to, the following:

1. Oversees the development, production, printing, mailing, and distribution of the District's class schedules, late start class fliers, assigned education center schedules, and other related class information.
2. Assists the College's staff in forming media strategies and guidance on sensitive issues involving the press and the public.
3. Develops internal and external public awareness and outreach campaigns in support of the College.
4. Researches, writes, edits, disseminates, reviews, and approves news releases and media advisories to maximize media exposure; proactively generates positive news and feature stories; develops and cultivates positive relationships with media representatives; develops and maintains news media contact lists and records; manages and advises Communications Office personnel on media contacts and disseminations; advises and assists College personnel on working with and responding to the news media.
5. Monitors news coverage of the College and of issues and developments of interest in the community college and higher education sectors; collects and disseminates stories, articles, and other information of interest to members of the College community.

6. Writes and edits newsletter articles; serves as editor for the College's newsletter; writes and edits copy for brochures and President's messages; takes photographs for inclusion in articles, newsletters, brochures, and other collateral materials items.
7. Participates in legislative and governmental affairs in order to monitor and seek to influence State and Federal legislation and regulations on behalf of the College/District; informs the College community of legislative and regulatory developments; writes legislative advocacy/position letters for the Superintendent/President and Governing Board.
8. Serves as a lead for the Communications Office in developing and implementing emergency preparedness and response plans; serves as the Public Information Officer in emergencies for the College.
9. Consults, advises on, and creates marketing and public relations plans and collateral materials for individual departments or programs.
10. Serves as the College's/District's lead contact/spokesperson for a wide range of media inquiries concerning the institution.
11. Plans, coordinates, and implements District outreach events and activities including community fairs, college fairs, employee benefits fairs, campus tours, educational expos, awards, contests, exhibits, and/or other special events; develops event themes and plans for execution; coordinates events with internal and external contacts.
12. Supervises direct subordinates and oversees and directs the completion of work programs by staff under their supervision; provides management oversight of employee disciplinary actions.
13. Coordinates and integrates functional responsibilities with other District departments to achieve efficient, effective, and customer-responsive performance.
14. Develops, implements, and manages comprehensive and strategic communications plans that enhance and strengthen the identity, image, brand, and enrollment of the College; consults with, advises on, and creates plans for individual departments and programs.
15. Implements marketing and public relations media and collateral materials for the College and individual departments and programs; develops key messages to target audiences; monitors and tracks results, efficiency, and effectiveness of methods, materials, and strategies.
16. Produces periodic and/or annual reports pursuant to the College's strategic plan, working closely with other internal departments.
17. Prepares, submits, and monitors the annual budget; researches and approves expenditures for services, supplies, and equipment in accordance with established policies, procedures, and protocols.
18. Directs and participates in the development and implementation of goals, objectives, policies and priorities for assigned programs; recommends and administers policies and procedures.

Marginal Functions:

1. Participates in/on a variety of committees, task forces, boards, meetings, and/or other related groups in order to receive and/or convey information.
2. Participates in shared governance through service on planning and/or operations committees and task forces.
3. Performs related duties and responsibilities as required.

QUALIFICATIONS.

Knowledge of:

1. Managerial principles and practices.
2. Marketing, communications, and public relations principles and practices.
3. Promotional strategies and methodologies.
4. Professional writing techniques.
5. Basic research methods.
6. Budgeting principles and practices.
7. College instructional programs, departments, personnel, events, and activities.
8. Printing and printing vendor practices and operations.
9. Vendor management principles and practices.
10. Public relations principles and practices, including the use of tact, patience and courtesy.
11. Applicable Federal, State, and local codes, laws and regulations.

Skill in:

1. Supervising, training and directing the work of others.
2. Utilizing a computer and related software applications.
3. Analyzing and troubleshooting difficult situations accurately and adopting an effective course of action.
4. Establishing and maintaining effective working relationships with those contacted in the course of work.
5. Developing, administering, and maintaining a program budget.
6. Interpreting complex data and information
7. Communicating clearly and concisely, both orally and in writing.
8. Mediating difficult and/or hostile situations.
9. Effectively responding to all situations/incidents using sound judgment and decision-making skills.
10. Compiling and organizing data from a variety of sources.
11. Maintaining confidentiality and discretion in work.
12. Developing and overseeing the management of a comprehensive and strategic marketing and public relations program.
13. Overseeing the development and production of the District's class schedule.
14. Researching, writing, and editing news releases.
15. Planning, coordinating, and implementing the District's outreach events and activities.
16. Researching, analyzing, and evaluating new service delivery methods and techniques.
17. Responding effectively to all situations/incidents using sound judgment and decision-making skills.
18. Reading, interpreting, applying, and explaining pertinent provisions of Federal and State regulations and policies and procedures.
19. Working independently with little direction.
20. Preparing clear and concise administrative and financial reports.

21. Maintaining accurate and complete records.
22. Speaking in public.
23. Maintaining confidentiality and discretion in work.

Experience and Training Guidelines:

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Six years of progressively responsible communications, public relations or marketing experience, including two years of supervisory experience.

Education/Training:

Bachelor's degree or equivalent in communications, public relations, or a related field required; Master's degree preferred.

WORKING CONDITIONS.

Environmental Conditions:

Office environment; exposure to computer screens, noise and electrical energy; extensive contact with faculty and staff.

Physical Conditions:

Essential and marginal functions require maintaining physical condition necessary for ambulating for extended periods of time and performing required duties. Must be able to travel between education centers, satellite sites and other District locations.