

DIRECTOR, PUBLIC AFFAIRS AND COMMUNICATIONS

DEFINITION

Under minimal direction, plans, organizes, manages, evaluates, and supervises the college's public relations, communications, marketing, publications, graphics and printing operations; promotes and values the mission and vision of the college.

CLASS CHARACTERISTICS

This is a classified administrative position. The incumbent reports directly to a cabinet-level administrator. The incumbent serves as a member of the president's cabinet and works closely with members of the Board of Trustees, senior administrators and other designated staff, ensuring a strategic and proactive process that develops and supports the college's image and effectiveness. The incumbent is responsible for all education marketing, public information and media relations activities, plans, and programs as well as the preparation, design, printing and distribution of college documents and other communication instruments. In addition, the incumbent supervises and manages the campus graphics unit.

ESSENTIAL FUNCTIONS

1. Administer the day-to-day operations of the district's public affairs department; implement the philosophy and policies of the college and ensure that the public affairs department adheres to and advances the college's mission, vision, and goals.
2. Supervise and evaluate assigned personnel and direct workflow.
3. Plan, develop, implement, and monitor a strategic communication, marketing and advertising program for the college, including periodic evaluation of the plan.
4. Coordinate and administer program to maximize and sustain student enrollments, and to increase public and media awareness and interest in the college.
5. Supervise the design, development, and implementation of advertising, direct mail and other college promotional campaigns based upon market research and within appropriate mediums/venues.
6. Manage public relations efforts, including involvement in all major internal and external communication efforts, for all facets of the college community; maintain an awareness of professional protocol and publication timeliness; maintain relationships and records of all press; and supervise distribution of information.
7. Identify and coordinate college participation in community events, on and off campus.
8. Develop publications, such as the annual report and other specialized documents.
9. Manage the content development of non-instructional information for the Allan Hancock College website; interface with Information Technology Services.

10. Serve as the official liaison for authorized/official information distribution and lead logistical planning on media events and news conferences, television tapings, etc.
11. Responsible for the art direction and distribution of publicity photographs and other graphic displays.
12. Plan and monitor design and reprographics services.
13. Direct identification and development of off-campus opportunities for non-profit marketing and print assistance.
14. Maintain department budget.
15. Meet time constraints in the rendering of advice and reports.
16. Understands and supports the role of faculty and staff in participatory government.
17. Participate on and may chair select college committees.
18. Perform other related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

- Educational marketing methodology and research, and program advertising techniques;
- Principles and techniques of presenting information and securing optimum media coverage using broadcast, social, electronic and print media;
- Methods and techniques of editing and news reporting;
- Proper English grammar, usage, spelling, and punctuation.

Demonstrated Ability To:

- Maintain a high frequency of responsible contact with administrative and professional staff, students, and other public and private agencies;
- Demonstrate good communication skills;
- Exercise sound judgment and to communicate effectively both orally and in writing;
- Plan, organize and carry out an effective communications program;
- Develop, foster, and maintain positive working relationships with and between the college (staff) and local media representatives and external organizations and provide guidance and direction to staff in meeting with and responding to the media;
- Design and prepare copy for publication;
- Effectively execute principles and practices of administration, supervision, and training.

Education and Experience:

A bachelor's degree in journalism, marketing, communications or a related field from an accredited college or university and demonstrated and substantial experience in the print media, public relations/information, strategic communications or marketing fields, preferably in or associated with an educational institution. Demonstrated responsibility

for and success with the preparation of promotional materials for marketing/recruitment campaign or plan, including writing and/or feature writing experience, or any equivalent combination of training and experience. Experience with crisis communications. Two years of supervisory experience desired.

Other Requirements:

A valid California driver's license and ability to qualify for district vehicle insurance coverage.

Physical Demands:

- Typically may sit for extended periods of time.
- Operates a computer.
- Communicates over the telephone, by email, and in person.
- Regularly lifts, carries and/or moves objects weighing up to 10 pounds.

Working Conditions:

- This is an exempt position.
- It is understood that the demands of a management position will often require more than eight (8) hours a day and/or forty (40) hours per workweek.
- Duties are primarily performed in an office environment, at a desk or at a computer.
- The incumbent will experience interruptions while performing normal duties during the regular workday.
- The incumbent will have a contact, in person, with staff and the general public.
- Work requires travel to other offices or locations to attend meetings or conduct work.

Special Qualification:

Evidence of a sensitivity to and an understanding of the diverse academic, socioeconomic, cultural, and ethnic backgrounds of staff and students and to staff and students with disabilities.

R 9/16
R 5/09 IFAS Range Adjust
R 9/98
R 7/91
R 4/90