Board Approve March 25, 2015
FLSA: EXEMPT

DIRECTOR, PUBLIC AFFAIRS

DEFINITION

Under general direction, plans, organizes, and implements a comprehensive external communication, community and government relations program for the District; ensures that assigned programs meet all applicable laws, regulations, and District policies; serves as the District's representative and spokesperson to various news and trade media; assists Public Information Officer during emergencies; provides highly complex professional assistance to the Director of Marketing and Communications , President's Office, and other management and District staff in areas of expertise; fosters cooperative working relationships with District division and departments, public, private, intergovernmental, and regulatory agencies, and the public.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the President and Chief Executive Officer. Exercises direct and general supervision over technical support staff.

CLASS CHARACTERISTICS

This is a single-position management classification responsible for planning, organizing, reviewing, and evaluating comprehensive communication, and community and government relations programs. Responsibilities include developing and implementing policies and procedures for assigned programs, including administration and reporting, contract administration, and program evaluation. Incumbent provides a professional-level resource for organizational, managerial, and operational analyses and studies. Performance of the work requires the use of considerable independence, initiative, and discretion within established policies. This class is distinguished from the Director of Marketing and Communication in that the latter has overall responsibility for the marketing and internal/external communication needs of the District.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

1. Plans, manages, and implements Districtwide strategy for strengthening relations with community, business, media, and government stakeholders.
2. Develops and implements goals, objectives, policies, and priorities for assigned programs.
3. Develops and monitors program budget(s); forecasts additional funds needed; directs the monitoring of and approves expenditures; recommends necessary adjustments.
4. Monitors operations and activities of assigned programs; recommends improvements and modifications; prepares various reports.
5. Cultivates relations with the news and educational trade media; responds to information requests and interviews in a timely manner; places articles and editorials in media to promote District accomplishments and policy positions; arranges and conducts editorial boards to secure support of District initiatives.
6. Cultivates relationships with chambers of commerce, regional organizations, legislators, and community stakeholders to promote the District and its interests.

7. Creates and coordinates external outreach efforts and forges partnerships with key community-based organizations, community leaders, governmental entities and economic/business organizations to maintain a visible and active presence on behalf of the College within its constituent communities.
8. Supports public events to strengthen good will with key community stakeholders.
9. Represents the District at key community and agency meetings to communicate the District's position on relevant issues.
10. Monitors community and governmental policies/agendas; analyzes and interprets relevant legislation and issues; makes recommendations to District leadership.
11. Plans, coordinates, and implements special District events intended to educate key community leaders, elected officials, and media representatives regarding programs, accomplishments and issues.
12. Coordinates communication regarding education-related matters of mutual concern to the District and the appropriate community, governmental and organizational leaders.
13. Assists in crisis management and as a key liaison to the media during campus emergencies.
14. Prepares position statements and media message points on major District issues and initiatives; coordinates spokesperson for interviews.
15. Establishes, implements, and fosters an environment of belonging as it relates to diversity, equity, inclusion, social justice, anti-racism, and accessibility (DEISAA).
16. Oversees, leads, and provides high-level customer service when interacting with the public, vendors, students, and College staff, including individuals from minoritized groups.
17. Utilizes critical thinking, decision-making, and problem-solving skills with tact, confidence, and diplomacy.
18. Implements, enforces, supports, and abides by federal, state, and local policies and Board Policies and Administrative Procedures.
19. Participates in and supports employee participation on committees, task forces, and special assignments, including, but not limited to, Screening and Selection Committees, mandated trainings, and DEISAA related trainings as required.
20. Prepares and delivers DEISAA-minded presentations related to assigned areas as required.
21. Learns and applies emerging technologies and, as necessary, to perform duties in an efficient, organized, and timely manner.
22. Performs other related duties as assigned.

QUALIFICATIONS

Knowledge of:

1. Principles and practices of supporting a DEISAA academic and work environment.
2. Administrative principles and practices, including goal setting, program development, implementation, and evaluation.
3. Principles and practices of budget development, administration, and accountability.
4. Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.

5. Practices of researching program issues, evaluating alternatives, making sound recommendations, and preparing and presenting effective staff reports.
6. Principles, practices, and techniques used to conduct an effective public affairs program, including public relations, strategic communications, and community and government relations.
7. Principles, practices, and procedures related to media relations, reporting, news writing, and pitching.
8. Various writing styles (*i.e.,* business, academic, journalistic, and promotional).
9. Recent and ongoing developments, current literature, and sources of information related to public relations.
10. Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility and to public higher education overall
11. Research and reporting methods, techniques, and procedures.
12. Principles and procedures of record keeping, technical report writing, and preparation of correspondence and presentations.
13. Modern office practices, methods, computer equipment, and computer applications.
14. English usage, spelling, vocabulary, grammar, and punctuation.
15. Techniques for effectively representing the District in contacts with governmental agencies, community groups, various business, professional, educational, and regulatory organizations, and with news media, and the public.
16. Techniques for providing a high level of customer service by effectively dealing with the public, vendors, students, and District staff, including individuals of various ages, disabilities, socio-economic and ethnic groups.

Skills & Abilities to:

1. Implement, advocate for, and communicate the College's vision and commitment to creating a DEISAA academic and work environment.
2. Oversee and address gaps in DEISAA in the recruitment and retention of faculty and staff.
3. Critical thinking and decision-making through observing, analyzing, inferring, communicating, and problem-solving in challenging situations with tact, confidence, and diplomacy.
4. Recommend and implement goals, objectives, and practices for providing effective and efficient services.
5. Manage and monitor complex projects, on-time and within budget.
6. Evaluate and develop improvements in operations, procedures, policies, or methods.
7. Develop, plan, coordinate, and implement a variety of public affairs programs and activities suited to the needs of the community and District.
8. Write and edit in various styles, including journalistic, promotional, and business.
9. Communicate effectively in oral and written presentation.
10. Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
11. Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.

12. Interpret, apply, explain, and ensure compliance with Federal, State, and local policies, procedures, laws, and regulations.
13. Effectively represent the department and the District in meetings with governmental agencies, community groups, news media, and various businesses, professional, and regulatory organizations, and in meetings with individuals.
14. Respond to inquiries, complaints, and requests for information in a fair, tactful, and timely manner.
15. Prepare clear and concise reports, correspondence, and other written materials.
16. Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
17. Operate modern office equipment including computer equipment and specialized software applications programs.
18. Use English effectively to communicate in person, over the telephone, and in writing.
19. Understand scope of authority in making independent decisions.
20. Review situations accurately and determine appropriate course of action using judgment according to established policies and procedures.
21. Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

1. Equivalent to graduation from a regionally accredited four-year college or university with major coursework in communications, marketing, public relations, journalism, business or public administration, or a related field; and
2. Five (5) years of progressive experience in journalism, communication, public relations, and/or community/government relations, preferably in an institution of higher education.

Desirable Qualifications:

1. Master's degree in the previously listed disciplines is preferred.
2. Proven track record of implementing or overseeing programs or policies relating to diversity, equity, inclusion, anti-racism, and accessibility, preferably in institutions serving minoritized populations such as Hispanic Serving Institutions (HSI) and Asian American and Native American Pacific Islander-Serving Institutions (AANAPISI); OR
3. Proven track record of participating in programs relating to diversity, equity, inclusion, anti-racism, and accessibility, preferably in institutions serving minoritized populations such as Hispanic Serving Institution (HSI) and Asian American and Native American Pacific Islander-Serving Institutions (AANAPISI).

Licenses and Certifications:

Possession of, or ability to obtain, a valid California Driver's License by time of appointment.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various District and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, typewriter keyboard, or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 25 pounds.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

Amended: 8/2023