

SOUTHWESTERN COMMUNITY COLLEGE DISTRICT

CLASS TITLE: CHIEF PUBLIC INFORMATION AND GOVERNMENT RELATIONS OFFICER

SUMMARY DESCRIPTION

Under the administrative leadership and general direction of the Superintendent/President, plan, organize, direct, implement, and monitor the activities and operations of the District's Marketing, Communications, and Community & Governmental Relations Office.

REPRESENTATIVE DUTIES

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

1. Plan, organize, direct, implement, and monitor effective, proactive, and comprehensive marketing, communications, and community & governmental relations programs for the District; manage and participate in the development and implementation of goals, objectives, policies, and priorities for assigned programs; recommend and administer policies, procedures, and programs. **E**
2. Assume responsibility for conceptualizing, developing, and implementing a proactive, strategically-driven marketing, public relations, communications, and community outreach plan for the District; implement proactive public relations and communication strategies. **E**
3. Provide leadership for maintaining the College District Master Calendar for events and performances, and coordinate related civic center functions; coordinate publishing the calendar both internally and externally on a regular basis to avoid conflicts with organizations and facilities; strategize for maximum exposure and identify campus publicity needs; ensure those needs are met for special events. **E**
4. Assist the Superintendent/President in complex planning and coordination for receptions, community and media events which include VIPs; provide information coverage to community, college departments and district staff about public events, classes and other campus-related news items; develop and maintain an outreach/speaking schedule for administrators. **E**
5. Develop and implement comprehensive internal and external public relations, communications, and outreach programs to advance mission and goals of the District, ensuring coordination with marketing, development, industry relations, community relations, and other outreach efforts. **E**
6. Provide leadership in positioning and promoting the District; direct comprehensive marketing plan, including market research, marketing, advertising and promotions, publications, and brochures. **E**
7. Develop, coordinate, and implement advertising campaigns and marketing programs; select contracted advertising agencies, public relations firms, and vendors and provide them with strategic direction to develop appropriate and cost-effective marketing campaigns; maintain a close working relationship with all contracted vendors. **E**
8. Oversee the activities of the government relations program; provide leadership for and management of the development and implementation of a comprehensive government relations program/plan. **E**
9. Establish communication and rapport with partners and decision-makers at the local, state, and national levels as appropriate to further the goals of the District and to ensure the District interests are represented and supported whenever possible; attend regular meetings with representatives from Congress, US Senate, State Senate, State Assembly, and other local and regional officials. **E**
10. Coordinate and secure community involvement and support for the District's efforts with governmental entities, civic organizations, and community groups or associations. **E**
11. Produce daily press releases and regularly publish newsletters, brochures, and midyear and annual reports regarding people, events and activities; identify positive stories for publication through interaction with the college community and the community at large. **E**

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12. Handle issues of administrative and institutional concern; advise senior management on issues of potential public interest; assist in the development of institutional positions on sensitive issues; serve as spokesperson on behalf of the administration as appropriate. *E*
13. Create speeches, PowerPoint presentations, and other support materials for senior management when requested; prepare correspondences on behalf of institutional leadership to communicate with key constituents; edit/review material prepared by others for accuracy and appropriateness. *E*
14. Conduct media relations in both English and Spanish and serve as official spokesperson for the District; initiate press contacts; respond to reporter inquiries and written informational survey requests; generate and issue press advisories and hold press conferences; maintain District credibility and image; communicate with District and public officials. *E*
15. Provide information concerning programs and operations; represent the District at public ceremonies and community events; make presentations to business, civic, and professional organizations; serve on assigned committees, boards, and task forces; represent the District at targeted community and legislative functions. *E*
16. Respond appropriately to requests for speakers, tours, and other opportunities for participation in industry and community events; plan, coordinate, and implement special events. *E*
17. Monitor and evaluate the efficiency and effectiveness of service delivery methods and procedures; develop and implement monitoring system to measure and report on the success of marketing and communications activities; recommend, within departmental policy, appropriate service and staffing levels. *E*
18. Develop and maintain a continuous improvement plan to guide the department in achieving its goals. *E*
19. Oversee and participate in the development and administration of the annual budget for assigned areas of responsibility; participate in the forecast of funds; monitor and approve expenditures; implement adjustments. *E*
20. Plan, direct, supervise, and coordinate the work of assigned staff; review and evaluate work products, methods, and procedures. *E*
21. Participate in the selection of new personnel for assigned areas of responsibility; train, motivate, and evaluate assigned personnel; provide or coordinate staff training; work with employees to correct deficiencies; implement discipline and termination procedures. *E*
22. Conduct a variety of studies and investigations; prepare a variety of statistical and narrative reports including governing board reports, Chancellor's Office reports, contracts, documents, and other materials. *E*
23. Attend and participate in professional group meetings; stay abreast of new trends and innovations in the fields of marketing, communications, community and governmental relations, and program development and implementation. *E*
24. Perform related duties and responsibilities as required.

KNOWLEDGE AND ABILITIES

Knowledge of:

Operations, services, and activities of a marketing, communications, and community & governmental relations program.

Principles and practices of program development and administration.

Principles, practices, methods, and procedures related to assigned functions including marketing, communications, and community and governmental relations principles and practices.

Principles and techniques of preparing, producing, and disseminating public information.

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Principles of establishing and maintaining effective media and community relations, including professional standards and ethics.

Journalistic writing techniques and communication content analysis.

Current trends and practices in marketing, public relations, and information dissemination.

Principles and practices used in the development and conduct of comprehensive public relations campaigns to advance District goals.

Development/marketing practices and procedures for effective community and corporate outreach.

Legislative issues.

Principles and practices of publication production, from concept to delivery and distribution of final piece.

Principles and practices used in special events planning and coordinating all aspects of putting on special events.

District organization, operations, policies and objectives.

Pertinent federal, state, and local laws, codes, and regulations.

Principles and practices of budget preparation and administration.

Principles of supervision, training, and performance evaluation.

Methods and techniques of research, analysis, and decision making.

Principles and practices of fiscal, statistical, and administrative research and report preparation.

Interpersonal skills using tact, patience, and courtesy.

English and Spanish oral and written communication techniques and skills.

Correct English usage, grammar, spelling, punctuation, and vocabulary.

Advanced oral and written communication skills.

Modern office procedures, methods, and equipment including computers and applicable software applications.

Ability to:

Plan, organize, implement, direct, and provide effective leadership for the various components and functions of a comprehensive and proactive marketing, communications, and community & governmental relations program.

Design and implement organizational and strategic communications plans and programs that are in-line with institutional goals.

Analyze and assess programs, policies, and operational needs and make appropriate adjustments.

Analyze and evaluate marketing objectives, identify target audiences, and select and customize appropriate strategies and themes.

Identify and seize public relations opportunities.

Promote the District and advance its image and initiatives to targeted community, business and political constituents through strategic public relations, outreach and advocacy efforts.

Plan, organize, direct, and coordinate the work of lower level staff.

Select, supervise, train, and evaluate staff.

Establish clear standards of performance and expectations for employees under immediate supervision.

Provide direction to District administrators on marketing, communications, and community & governmental relations issues.

Identify and respond to sensitive organizational issues, concerns, and needs.

Research, analyze, and evaluate new service delivery methods and techniques.

Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.

Be a forward thinking leader who displays a high level of proficiency in newspaper and publication writing.

Prepare and present comprehensive, effective oral and written reports.

Prepare and administer an operational budget.

Interpret and apply applicable federal, state, and District policies, laws, and regulations.

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Work successfully with District faculty, administrators, and staff as well as community representatives.
Write and edit clear, concise, accurate, and effective informational materials and feature stories for public distribution in both English and Spanish.
Communicate effectively with both the English and Spanish media.
Ability to use tact, diplomacy and creative initiative to achieve objectives and solve problems.
Work with and exhibit sensitivity to and understanding of the diverse racial, ethnic, disabled, sexual orientation, and cultural populations of community college students.
Communicate clearly and concisely, both orally and in writing.
Establish and maintain effective working relationships with those contacted in the course of work.

EDUCATION AND EXPERIENCE

Any combination equivalent to: a Bachelor's degree from an accredited college or university with major course work in journalism, English, communications, marketing, business administration, or a related field, a Master's degree in any of the above areas preferred; six years experience in public information, media relations, or a related management experience with documented writing experience; recent experience in a journalistic environment that includes reporting in newspapers, magazines, or journals; recent and extensive experience in writing and editing publications, information and promotional materials.

LICENSE OR CERTIFICATE

Valid California driver's license and a safe driving record. Must qualify for insurability by the District's insurance carrier.

Bilingual in English and Spanish.

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 environment with some travel to different sites and locations; incumbents may be required to work extended hours including evenings and weekends and may be required to travel outside District boundaries and overnight as needed.

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 light to moderate amounts of weight; 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.

Hearing: Hear in the normal audio range with or without correction.

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Johnson & Associates

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(replaces Chief Marketing, Communications, and Community & Governmental Relations Officer)

Forsberg Consulting Services