

SOUTHWESTERN COMMUNITY COLLEGE DISTRICT

CLASS TITLE: EXECUTIVE DIRECTOR, OFFICE OF ADVANCEMENT AND COMMUNITY ENGAGEMENT

RANGE: 44

DISTRICT VALUES

Incumbents in District positions are expected to exhibit an equity-minded focus, responsiveness, and sensitivity to and understanding of the diverse academic, socioeconomic, cultural, gender identity, sexual orientation, and ethnic backgrounds of community college students, and employees, including those with physical or learning disabilities, and successfully foster and support an inclusive educational and employment environment.

SUMMARY DESCRIPTION

Under administrative direction, plans, organizes, manages, and provides administrative direction and oversight for all functions and activities of the Office of Advancement and Community Engagement including marketing, advertising, outreach, media relations, and development programs and activities; formulates departmental policies, goals, and directives; coordinates assigned activities with other District departments, officials, outside agencies, and the public; fosters cooperative working relationships among District departments and with intergovernmental, regulatory agencies, and various public and private groups; provides highly responsible and complex professional assistance to the Chief of Staff in areas of expertise; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the Chief of Staff. Exercises general supervision over assigned staff.

DISTINGUISHING CHARACTERISTICS

This is a department director classification that oversees, directs, and participates in all activities of the Office of Advancement and Community Engagement, including short- and long-term planning as well as development and administration of departmental policies, procedures, and services. This class provides assistance to the Chief of Staff in a variety of administrative, coordinative, analytical, and liaison capacities. Successful performance of the work requires knowledge of public policy, District functions and activities, including the role of the Board of Directors and the ability to develop, oversee, and implement projects and programs in a variety of areas. Responsibilities include coordinating the activities of the department with those of other departments and outside agencies and managing and overseeing the complex and varied functions of the department. The incumbent is accountable for accomplishing departmental planning and operational goals and objectives, and for furthering District goals and objectives within general policy guidelines.

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.

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1. Assumes full management responsibility for all Office of Advancement and Community Engagement programs, services, and activities, including marketing, communications, development, and fundraising projects; manages a variety of programs and activities including District design and branding, advertising, media relations, internal and external communications, planned giving, grants and scholarships administration, special events, capital campaigns, and community member annual giving campaigns.
2. Develops, directs, and coordinates the implementation of goals, objectives, policies, procedures, and work standards for the department; within District policy, establishes appropriate budget, service, and staffing levels.
3. Oversees the overall quality of the office's services by developing, reviewing, and implementing policies and procedures to meet regulatory requirements, educational standards, and District needs; continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors the distribution of work, support systems, and internal reporting relationships; identifies opportunities for improvement; directs the implementation of change.
4. Provides leadership in the maintenance of the District Master Calendar for events and performances; coordinates related civic center functions; coordinates publishing the calendar internally and externally on a regular basis to avoid conflicts with organizations and facilities; strategizes for maximum exposure and identifies campus publicity needs; ensures needs are met for special events.
5. Develops and manages the District's image and brand, including reviewing of materials developed by other departments and divisions for public distribution and marketing programs, projects, and issues of importance to the District; directs the management and design of the District's website and social media platforms; coordinates assigned programs and services with appropriate parties as needed.
6. Develops, establishes, initiates, and maintains positive relationships with key administrators, business, civic, and community groups and leaders, campus organizations, and with members of the media.
7. Conducts a variety of departmental organizational and operational studies and investigations; recommends modifications to programs, policies, and procedures as appropriate.
8. Attends and participates in professional group meetings and various District committees and advisory groups; stays abreast of new trends and innovations in the field of marketing and communications programs and services as they relate to the areas of assignment.
9. Directs the maintenance of working and official departmental files.
10. Selects, trains, motivates, and directs Department personnel; evaluates and reviews work for acceptability and conformance with department standards, including program and project priorities and performance evaluations; works with employees to correct deficiencies; implements discipline and termination procedures; responds to staff questions and concerns.
11. Monitors legal, regulatory, technology and societal changes and/or court decisions that may affect the work of the department; determines equipment acquisition, training programs and/or procedural changes to ensure retention of qualified staff and the provision of services to the community in an effective, efficient, and economical manner.
12. Prepares, reviews, and presents staff reports, various management and information updates, and reports on special projects as assigned by the Superintendent/President.

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13. Responds to public inquiries and complaints and assists with resolutions and alternative recommendations.
14. Performs related duties as assigned.

KNOWLEDGE AND ABILITIES

Knowledge of:

- Administrative principles and practices, including goal setting, budget development, program development, implementation, and evaluation.
- Organizational and management practices as applied to the analysis and evaluation of projects, programs, policies, procedures, and operational needs.
- Principles and techniques of fundraising and grant management for non-profit institutions.
- Investment policies including, but not limited to, general investment principles, asset allocation, cash management and investment instruments.
- Principles, practices, and techniques used in the conduct of an effective marketing program, including branding, organizational/public communication, and media relations.
- Principles and practices of content management and production of District publications and marketing material.
- English usage, spelling, vocabulary, grammar, and punctuation.
- Applicable federal, state, local, and District laws, regulations, ordinances, policies, and procedures relevant to assigned programs, projects, and operations.
- Principles and practices of employee supervision, including work planning, assignment, review, and evaluation, and the training of staff in work methods and procedures.
- Contemporary issues of inclusion, social justice, diversity, access, and equity as related to higher education.
- Methods and techniques for the development of presentations, business correspondence, research and reporting, and information distribution.
- Principles and practices of record keeping.
- Modern office practices, procedures, technology, and computer equipment and applications, including word processing, database, and spreadsheet applications.
- English usage, spelling, vocabulary, grammar, and punctuation.
- Techniques for effectively representing the District in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service by effectively interacting with students, staff, faculty, representatives of outside organizations, and members of the public, including individuals of diverse academic, socioeconomic, ethnic, religious, and cultural backgrounds, physical ability, and sexual orientation.

Ability to:

- Provide administrative and professional leadership and direction for the department, the Foundation, and the District.
- Effectively administer a variety of marketing and communications programs, projects, and administrative activities.
- Manage content and production of District publications and marketing materials.
- Communicate effectively, orally and in writing, and edit written content.

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- Write in a variety of styles, including business, promotional/advertising, web, academic, and for the general public.
- Provide leadership and work collaboratively and productively with all stakeholders, including faculty, students, administrators, support staff, unions, and the community.
- Develop and implement goals, objectives, policies, procedures, work standards for the department and assigned program areas.
- Develop and monitor budgets and effectively utilize resources.
- Interpret, apply, explain, and ensure compliance with applicable federal, state, local, and District laws, regulations, ordinances, policies, and procedures.
- Select, train, motivate, and evaluate the work of staff and volunteers, train staff and volunteers in work methods and procedures.
- Delegate authority and responsibility.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Manage the analysis and monitoring of investments.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Gather and analyze data, evaluate alternatives, and make sound recommendations.
- Effectively manage priorities in complex and diverse operational units.
- Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Use tact, initiative, prudence, ethics, and independent judgment within general policy, procedural, and legal guidelines.
- Demonstrate sensitivity to and understanding of the diverse academic, socioeconomic, cultural, physical ability, and ethnic backgrounds of community college students.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

EDUCATION AND EXPERIENCE

Any combination of training and experience which would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Any combination equivalent to a bachelor's degree from an accredited college or university with coursework in marketing, public relations, business administration, non-profit management, or related field, **AND** five (5) years of increasingly responsible management or administrative experience in marketing, communication, fundraising, development, or related field.

LICENSE AND OTHER REQUIREMENTS

Possession of a valid Class "C" California Driver's License, to be maintained throughout employment.

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.

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Environment: Work is performed primarily in a standard office setting with frequent interruptions and distractions; extended periods of time viewing a computer monitor; possible exposure to dissatisfied individuals.

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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Koff & Associates