

## **SOUTHWESTERN COMMUNITY COLLEGE DISTRICT**

**CLASS TITLE: PUBLIC INFORMATION OFFICER/DIRECTOR OF MARKETING AND COMMUNICATIONS**

**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.

### **DEFINITION**

Under administrative direction, plans, organizes, and manages all functions and activities of the District's Marketing and Communications; plans, directs, and implements comprehensive District-wide marketing, advertising, outreach, and media relations programs and activities; coordinates assigned activities with other District divisions, departments, officials, outside agencies, and the public; fosters cooperative working relationships among District divisions, departments, student organizations, and with the media, community groups, and various public and private groups; provides highly responsible and complex professional assistance to the Superintendent/President in areas of expertise; and performs related work as required.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives administrative direction from the Superintendent/President. Provides general direction and supervision to assigned professional, technical, and administrative support staff.

### **CLASS CHARACTERISTICS**

This is a director classification that oversees, directs, and participates in all activities of the Marketing, Communications, and Community and Governmental Relations Office, including short- and long-term planning and development and administration of departmental policies, procedures, and services. This class provides assistance to the Superintendent/President in a variety of administrative, coordinative, analytical, and liaison capacities.

### **EXAMPLES OF TYPICAL FUNCTIONS (Illustrative Only)**

*Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.*

1. Assumes full management responsibility for all marketing, communications, services, and activities, including marketing, advertising, media relations, and internal and external communications.
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. Manages and participates in the development and administration of the department's annual budget; directs the forecast of additional funds needed for staffing, equipment, materials, and supplies;

directs the monitoring of and approves expenditures; directs and implements adjustments as necessary.

4. Participates in the selection of new staff for assigned areas of responsibility; trains, motivates, and evaluates assigned staff; provides or coordinates staff training; coaches staff toward improved performance; recommends and implements discipline and termination procedures; responds to staff questions and concerns.
5. Contributes to the overall quality of the department's service by developing, reviewing, and implementing policies and procedures to meet legal requirements 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.
6. Leads the formulation, strategic development, implementation, and evaluation of the District's communications, marketing, and community relations programs, projects, and activities.
7. Serves as a liaison and coordinates public relations and information between administrators, staff, media representatives, community groups, local, state, and federal agencies, and the public to facilitate awareness of various District operations, programs, functions, resources, and events; establishes and maintains contacts with members of the media, community groups, campus organizations, and District departments and divisions.
8. Oversees the preparation and distribution of media communications and secures media placements to promote District programs, activities, and accomplishments.
9. Serves as principal editor for District publications; manages the preparation and distribution of District publications, including annual reports, class schedules and catalogs, and commencement and other ceremonial programs; coordinates media coverage.
10. 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.
11. Creates speeches, presentation, and other support material for senior management as requested; prepares correspondence on behalf of institutional leadership in order to communicate with key constituencies; reviews and edits materials prepared by others.
12. Manages crisis communication to mitigate negative media coverage relative to controversial issues and to manage campus and public safety information during an emergency or natural disaster; serves as the official District spokesperson.
13. Oversees and directs photographic services and maintains archives of photographs, documents, and publications for use in marketing projects.
14. Directs the management and design of the District's website and social media platforms to ensure compliance and consistency with design standards and guidelines, including accessibility standards.
15. Develops and manages the District's image and brand, including review of materials developed by other departments and divisions for public distribution and marketing programs, projects, and issues of importance to the District.
16. Coordinates assigned programs and services with other District departments and divisions to establish marketing and communication processes and procedures reflective of District goals.

**SOUTHWESTERN COMMUNITY COLLEGE DISTRICT**

**Public Information Officer/Director of Marketing & Communications - *Continued***

17. Develops, proposes, and takes proactive steps to build positive relationships with key administrators, business, civic, and community leaders, and with members of the media.
18. Conducts a variety of departmental organizational and operational studies and investigations; recommends modifications to programs, policies and procedures as appropriate.
19. 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.
20. Monitors changes in laws, regulations, and technology that may affect District or departmental operations; implements policy and procedural changes as required.
21. Prepares, reviews, and presents staff reports, various management and information updates, and reports on special projects as assigned by the Superintendent/President.
22. Maintains and directs the maintenance of working and official departmental files.
23. Responds to difficult and sensitive public inquiries and complaints and assists with resolutions and alternative recommendations.
24. Learns and applies emerging technologies and, as necessary, to perform duties in an efficient, organized, and timely manner.
25. Performs related duties as assigned.

**QUALIFICATIONS**

**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 practices of employee supervision, including work planning, assignment, review, and evaluation, and the training of staff in work methods and procedures.
- Principles, practices, and techniques used in the conduct of an effective marketing program, including branding, organizational/public communication, and community, government, and media relations.
- Principles and practices of content management and production of District publications and marketing material.
- Principles and practices of event planning.
- Various writing styles for speeches, promotional materials, academic publications, and for various external audiences.
- Applicable federal, state, local, and District laws, regulations, ordinances, policies, and procedures relevant to marketing and communications programs, projects, and operations.
- 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.

**SOUTHWESTERN COMMUNITY COLLEGE DISTRICT**

**Public Information Officer/Director of Marketing & Communications - *Continued***

- Techniques for effectively representing the District in contacts with governmental agencies, community groups, media, 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 assigned program areas and the District.
- 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; train staff in work methods and procedures.
- Delegate authority and responsibility.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- 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.
- Write in a variety of styles, including business, promotional/advertising, web, academic, and for the general public.
- Effectively represent the District and the department in meetings with various educational, business, professional, regulatory, and legislative organizations.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Gather and analyze data, evaluate alternatives, and make sound recommendations.
- Maintain accurate databases, records, and files.
- 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.
- 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:*

Equivalent to bachelor's degree from an accredited college or university with major coursework in journalism, marketing, public relations, communications, business administration or a related field, **AND**

**SOUTHWESTERN COMMUNITY COLLEGE DISTRICT**

**Public Information Officer/Director of Marketing & Communications - *Continued***

five (5) years of management or administrative experience in planning, designing, and implementing marketing and public relations programs, preferably in an institution of higher education.

**DESIREABLE QUALIFICATIONS**

Master's degree preferred.

**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 or calculator and to operate standard office equipment. The incumbent must occasionally climb, bend, or stoop in the performance of work duties. Incumbent must possess the ability to lift and carry materials and objects up to 10 pounds and to push materials and objects weighing up to 100 pounds, using appropriate equipment.

**ENVIRONMENTAL ELEMENTS**

Incumbent works in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Incumbent may interact with upset staff, students, and/or members of the public in interpreting and enforcing departmental or District policies and procedures.

Created: August, 2009

*Johnson & Associates*

Revised: October, 2011

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

*Forsberg Consulting Services*

Revised: September, 2018 (Replaces Chief Public Information & Government Relations Officer)

*Koff & Associates*

Revised: June, 2022 (Replaces Public Information Officer/Director, Government Relations)

*Koff & Associates*