

**EXECUTIVE DIRECTOR OF COMMUNICATIONS,
MARKETING AND PUBLIC RELATIONS**

JOB DESCRIPTION

CLASS SUMMARY

Assists the Chancellor and Board of Trustees and provides leadership in the planning, organization, administration, evaluation and policy development for public relations, marketing and communications initiatives for the district. Serves as the central point of contact for media relations, advertising, public affairs and community relations. Responsible for the development, implementation and assessment of the district's operations in the Communications, Marketing and Public Relations department.

REPRESENTATIVE DUTIES

Manages the institution's brand and reputation through strategic surveying, distribution of news, announcements, social media posts and marketing campaigns to ensure that the public views the organization favorably; Represents RSCCD at external meetings and events; identifies opportunities for the Colleges and District to obtain resources, visibility and potential funding; Serve as the media spokesperson for the district; Oversees the design and production of print materials and publications, website management, and social media content creation and management; Develops rapport with members of media agencies for radio, TV, digital publications, podcasts and other channel exposure; coordinate communication between the College and District leadership, employees, students, donors, elected officials, media and community members; Composes internal publications such as newsletters, news releases, announcements, on-line posts, website updates, video productions, special projects and related PR and marketing projects develops pre-emptive, proactive communications plans addressing targeted audiences to mitigate risk and drive communications around key issues; Develops a comprehensive crisis communications plan and manages crises as they arise (and/or manages outside crisis consultants when appropriate); Coordinates with the Chancellor's Executive Cabinet, College Presidents' executive leadership, and Public Information Officers to communicate regularly with communities and elected officials; Analyze the higher education landscape, the role and dynamics that the community college district plays in operating within the region it serves to garner engagement and support; Implement innovative methods for brand reach to enhance perception and strengthen the images of the District and its Colleges.

ORGANIZATIONAL RELATIONSHIPS

This position reports directly to the designated administrator. This classification works closely with college and district leadership to direct and manage internal and external communications initiatives, publications and media relations.

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JOB DESCRIPTION (CONTINUED)

REQUIRED QUALIFICATIONS

Training and Experience (Minimum qualifications):

A bachelor's degree in communications, public relations, journalism or English or another related field. At least five years' experience in public relations, community relations, marketing or related occupation with direct responsibility for publications, media relations, and communications planning and implementation, including at least three years of project management and supervisory experience. Demonstrated ability as a strong writer and oral communicator. A Master's degree is preferred.

Knowledge of:

California Chancellor's Office, federal and state regulations; Administration, supervision and training principles for staff; Collective bargaining agreements and shared governance procedures Communications research, processes, planning and program implementation; Current and emerging technology in order to produce content for the websites, intranet, and/or social media;

Ability to:

Provide leadership, cultivate and maintain positive relationships with multiple audiences; Interpret, analyze, monitor and track budget reports; Manage, supervise, coach and evaluate a team of diverse communications professionals to ensure effective and efficient operations; Communicate with strong interpersonal and communication skills, written and oral; Shape and control the flow of information to key constituencies; Sustain positive and open lines of communication with internal and external stakeholders; Coordinate a variety of high-profile tasks and responsibilities; Identify story ideas and shape key messages to generate positive coverage of the district and colleges; Handle sensitive media relations situations, including on-site crisis communications response; Demonstrate experience with marketing and public relations campaigns with a thorough understanding of branding and marketing communications strategies and tactics, including content strategy, digital and social media; Understand and articulate the mission of RSCCD to work collaboratively with varied constituencies, internally and externally; Sensitivity to and understanding of the diverse academic, socioeconomic, cultural, and ethnic backgrounds of students and employees, as well as the needs of individuals with disabilities.

Board Approval Date: _____