



<b>Position:</b> Director of Communications and Marketing	<b>Position Number:</b>
<b>Department/Site:</b> President's Office	<b>FLSA:</b> Exempt - Administrative (Classified Administrator)
<b>Reports to:</b> Superintendent/President or assigned administrator	<b>Salary Range:</b> V

**DEFINITION**

Under general direction, plans, organizes, manages, and oversees marketing, communications, and public affairs functions and activities; plans and implements District public affairs, community relations, marketing, advertising, outreach, and media relations programs and activities; coordinates assigned activities with other District divisions, officials, outside agencies, and the public; fosters cooperative working relationships among District divisions, student organizations, and with the media, community groups, and various public and private groups and performs related work as required.

**SUPERVISION RECEIVED AND EXERCISED**

Receives general direction from the Superintendent/President or assigned administrator

employees on performance issues; implements discipline and termination procedures; responds to staff questions and concerns.

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 divisions;

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.

Oversees the preparation and distribution of media communications and secures media placements to promote District programs, activities, and accomplishments.

Manages and participates in the development and administration of the unit'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.

Meets and confers with administrators, staff, students, and the public to obtain and determine information appropriate for publication and promotion as part of program assessment processes.

Coordinates photographic services and maintains archives of photographs, documents, and publications for use in marketing projects.

Principles and practices of enrollment management.  
Pertinent federal and state laws and regulatory provisions.  
College accreditation procedures, practices, and standards.  
The development, implementation, and assessment of service area outcomes.  
Principles and practices of technology and software use for databases, accounting, spreadsheets, and other business processes.  
Budget development, administrative practices, and 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 procedures.  
Principles, practices, and techniques used in the conduct of an effective marketing and communications program, including branding, organizational/public communication, and community, government, and media relations.  
Alternative media formats and assistive technology that support persons with disabilities.  
Methods and techniques for the development of presentations, business correspondence, and information distribution; research and reporting methods, techniques, and procedures.  
Principles and procedures of record keeping, technical report writing, and preparation of correspondence and presentations.  
Modern office practices, methods, and computer equipment and applications.  
English usage, spelling, vocabulary, grammar, and punctuation.  
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 dealing with the public, vendors, students, and District staff, including individuals of various ages, socio-economic, and ethnic groups.

**Ability to:**

Demonstrate sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of community college students.  
Manage content and production of District publications and marketing materials.

