

DIRECTOR OF PUBLIC RELATIONS**DEFINITION**

Under general direction of the Dean of Student Services & Public Relations, manages, plans, supervises and coordinates the operations and activities of the College's overall marketing and public relations program; provides information to the public regarding the college's activities through social media, news releases and various forms of advertising; supervises and coordinates the development of all college marketing functions and materials which may include supervision of technical and support staff; provides consultation to the college executive leadership in proprietary and confidential matters regarding public relations and marketing and perform other related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives general administrative direction from the Dean of Student Services & Public Relations or higher-level college administrator.

Provides direct supervision to technical and administrative support staff, as assigned.

ESSENTIAL DUTIES

- Initiate and oversee the establishment of integrated strategies, plans, and programs designed to ensure that all communication and public relations efforts are cohesive, consistent, and effective in supporting the mission and advancement goals of the college.
- Plans, develops, directs, and coordinates comprehensive communication programs, to include media, public affairs and publications, in close collaboration with other institutional communications and/or public relations activities.
- Provides direct and proactive advice, consultation, and assistance to executive leadership, as well as the campus community regarding public information.
- Research information and develop messages to provide public relations messages.
- Serves as the designated spokesperson for the college, if applicable.
- Coordinates surveys, evaluations and assessments of external communications activities in order to determine the effectiveness of the college's communications plans.
- Assures quality and appropriateness of institutional communication programs and initiatives, whether internally or externally produced.
- Represent the college to various institutional divisions as well as externally to governmental agencies, vendors, students and their parents, alumni, and/or the general public.
- Establishes and implements short- and long-range organizational goals, objectives, strategic plans, policies, and operating procedures; monitors and evaluates programmatic and operational effectiveness, and effects changes required for improvement as it relates to public relations.
- Perform other related duties as assigned.

TYPICAL WORKING CONDITIONS

- Work is generally performed in a standard office environment.
- Work may require occasional evening and weekend hours.

MINIMUM QUALIFICATIONS

Education and Experience:

Any combination of education, experience and/or training that would likely provide the above-required knowledge, skills and abilities is qualifying. Typical background patterns that would provide the knowledge, skills and abilities are:

- **Education:** Bachelor's Degree with a major in marketing, English, journalism, mass communications, communication arts, advertising, or closely related field.
- **Experience:** 3 years' experience in marketing, public relations, advertising, journalism, or the equivalent, preferably with some experience in a community college setting.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The knowledge and ability requirements are representative of essential duties. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of the position.

Knowledge of:

- Principles and practices applicable to an effective community college marketing, advertising and public relations program
- Communication principles, media, and public relations techniques.
- Strong knowledge of social media for professional use.
- Local news media operations
- Preparation of marketing materials, journalistic techniques, and public speaking
- Microsoft Office and Windows-based computer applications.
- Demographics of target markets for students.
- Effective writing techniques and journalistic skills

Ability to:

- Establish and implement cohesive communication and public relations strategies and plans on an institutional basis.
- Understand and support the mission, goals, and objectives of a major educational and research institution.
- Examine and re-engineer operations and procedures, formulating policy, and developing and implementing new strategies and procedures as it relates to public relations
- Demonstrate interpersonal and community relations skills and the ability to communicate and work effectively within a diverse community.
- Employee development and performance management skills.
- Ability to analyze complex problems, interpret operational needs, and develop integrated, creative solutions.

- Organizational planning, structuring, and staffing skills.
- Strong knowledge of local and regional media contacts and/or a proven ability to develop such relationships quickly.
- Provide counsel on strategic and/or critical communication issues and exercise effective judgement to impart information to the media and other internal and external audiences.
- Write executive-level communications for internal and external audiences.
- Understand latest trends, technologies and methodologies in branding, marketing, graphic design, web design and organizational communication
- Maintain confidentiality.

Licenses and Certificates:

Possession of a valid California Motor Vehicle Operator's License.

Physical and Mental Standards:

Mobility: ability to sit for long periods, move about an office, stand occasionally, reach above and below desk level.

Dexterity: fine manipulation sufficient to operate a keyboard, handle individual papers, write and take notes.

Lifting: lifting of papers, files, equipment and material weighing up to 25 pounds.

Pushing/Pulling: occasional pushing and pulling of material weighing up to 75 pounds

Visual Requirements: close vision sufficient to read files, documents, and computer screens and do close-up work; ability to adjust focus frequently.

Hearing/Talking: ability to hear normal speech, speak and hear on the telephone, and speak in person.

Emotional/Psychological Factors: ability to make decisions and concentrate; frequent contact with others including some public contact; frequent deadlines and time-limited assignments.

Education and Experience:

Any combination of education, experience and/or training that would likely provide the above-required knowledge, skills and abilities is qualifying. Typical background patterns that would provide the knowledge, skills and abilities are:

•Education: Minimum B.A. Degree with a major in marketing, English, journalism, mass communications, communication arts, advertising, or closely related field.

•Experience: Minimum 3 years in marketing, public relations, advertising, journalism, or the equivalent, preferably with some experience in a community college setting.