

**DISTRICT DIRECTOR OF PUBLIC AFFAIRS****DEFINITION**

Under general administrative direction plans, directs, and oversees the activities and operations of the District's Public Affairs office that incorporates public information/communication, media, legislative and community relations, marketing and other special projects; provide leadership in areas related to communications with various constituencies and the public and perform related work as assigned.

**SUPERVISION RECEIVED AND EXERCISED**

Receives general administrative direction from the District Chancellor.

Provides direct supervision to professional as well as other administrative support staff, as assigned.

**EXAMPLES OF DUTIES**

- Plan, direct, manage and oversee the activities and operations of the District's Public Affairs office that incorporates public information/communication, media, legislative and community relations, marketing and other special projects
- Represent the District Board of Trustees and Chancellor to local media, including preparation of news releases.
- Work with college Public Information Officers to review and assist in major publications for the public.
- Establish clearinghouse for general information about the District and its colleges (history, current activities and future plans) and provide assistance, resources or referral to members of the public.
- Develop, produce and distribute internal staff newsletter and other internal communication pieces including on line Chancellor newsletter and summary of Board highlights.
- Advise Chancellor on current and potential public relations opportunities and/or concerns.
- Assist the Chancellor in informing District employees of legislation, issues, events and accomplishments.
- Working with the Chancellor and his staff, develop Board agenda, research items and provide follow up, as needed.
- Prepare or edit written documents, publications, and presentations produced by the Chancellor's Office and other Central Services offices
- Establish positive working relationship with legislators and representatives of local and state governmental agencies, educational institutions and the State Chancellor's Office.
- Monitor pending legislation, assess impact on YCCD, and advise the Chancellor's Cabinet; create and administer legislator campus visits and recognition programs.
- Prepare legislative conference packets for trustees and federal legislators on items of importance to the College and on pending legislation and how it will affect the Districts programs.
- Coordinate District special events hosted by the Chancellor and Board of Trustees, such as tours, visits, receptions, and public programs.
- Represent the District and Chancellor to local business and industry leaders and assist in maintaining positive relationships.
- Assist in establishment, implementation, and monitoring of major business partnerships.

- Assist in the responding to public records requests for the Chancellor's Office.
- Assist in the development and compilation of the Central Services' Comprehensive Educational Master Plan and District Strategic Plan.
- Regularly review District Policy Manual and provide recommended updates to policies and procedures due to changes in legislation and/or regulations; and serve as the Chancellor's delegate and chair of the District's Policy Review Committee.
- Participate in college and District committees, events, staff development, and Cabinet and Board of Trustees' meetings as determined by the Chancellor.
- Serve as a liaison representing the Chancellor to external and internal constituencies.
- Perform other 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**

#### **Knowledge of:**

- Governance structure, policies and operations of a community college.
- Institutional policies and procedures, rules, regulations, organizational structure and the legal environment within which community colleges operate.
- Principles, practices, and processes related to administration, legislation, law, business partnerships, media, and publications.
- Techniques and practices of community involvement, community participation, public education and economic development impact of college resources.
- Principles, practices, and processes of governmental and legislative affairs.

#### **Ability to:**

- Articulate the mission and value of community colleges to numerous public constituencies.
- Plan, organize, and administer a variety of complex projects.
- Provide oversight, monitoring and assessment of business partnerships.
- Establish and maintain positive working relationships with representatives of government, business and industry, media, public agencies and other community leaders.
- Write and edit high quality internal and external documents and publications.
- Communicate effectively; possess excellent communication (writing and speaking) skills.
- Promote the District's values of inclusiveness, tolerance and respect.
- Work well with all segments of a diverse college community; demonstrate sensitivity to and an understanding of the diverse ethnic backgrounds of community college students and staff.
- Create and maintain documents, including using computers, graphics software and standard office software; use latest technology to accomplish established goals.

### **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:** occasional lifting of papers, files, equipment and material weighing up to 25 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: Equivalent to possession of a Baccalaureate Degree in Public Administration, Business Administration, Communications or a related field.
- Experience: Four years of increasingly responsible community relations/public information experience in a governmental setting with legislative and intergovernmental experience or in a position with significant responsibility with contacts with the private sector and/or government.