CERRITOS COMMUNITY COLLEGE DISTRICT
JOB DESCRIPTION

CLASSIFICATION: Director of Public & Governmental Relations
DATE APPROVED: 8/2/06
GRADE: 5 (Management Salary Schedule)

DEFINITION
Under the direction of the President/Superintendent, develops the District's external relations in the following areas: government relations, including legislative advocacy, media and community relations; advertising; marketing; public information; school relations; and planning and research related to these areas and performs other related duties as assigned. Directs the development and implementation of the District legislative program. Implements strategies to realize District initiatives and goals.

DUTIES AND RESPONSIBILITIES

1. Provide leadership, goal setting and planning for the District’s external relations, governmental relations, media, advertising, marketing, public information, community relations, and school relations functions.

2. Monitor legislation. Assess legislative priorities and recommend legislative program; coordinate and direct implementation.

3. Serve as the legislative liaison for the District by cultivating relationships with state and federal elected and appointed government officials to secure legislative and financial support for the District. Coordinates support activities with the college administrators.

4. Brief the President on legislative activity. Formulate plans of action and provide direction to the staff to implement approved strategies.

5. Work with the District research, planning and development functions and identify opportunities to strengthen, through local research, the District’s legislative, outreach and communications/marketing programs.

6. Assist the President and the Board of Trustees in responding to and interacting with the news media, elected officials and the public at large.

7. Serve as a representative and spokesperson for the college to various media and groups.

8. Establish networks, rapport and relationships with the communities in the District.

9. Develop and implement the college’s advertising and marketing plans to support outreach, visibility, recruiting and enrollment management strategies.
10. Consult with college divisions, departments, programs and offices in developing marketing, advertising, and promotional and public relations materials. Approve the designs for all such materials.

11. Direct college-wide image and branding efforts and enforce institutional graphics standards.

12. Review district publications for clarity of format and content and conformity to District’s printing/graphic standards.

13. Direct and coordinate the college’s media relations plans and strategies, including relations with print and broadcast outlets, and supervise the Coordinator of Media Relations.

14. Direct and coordinate the college’s community relations plans and strategies and supervise the Coordinator of Community Relations.

15. Direct and coordinate the college’s school relations plans and strategies and supervise the Coordinator of School Relations.

16. Supervise the graphic arts office and prioritize and assign work to the graphic artists.

17. Manage and supervise photographic services for the college.

18. Attend Governing Board Meetings and meetings at state and federal levels, and in the communities of the District.

19. Anticipate, prevent, and resolve conflicts and problems under areas of supervision.

20. Establish and maintain effective working relations with others.

21. Anticipate and assess situations accurately and adopt effective course of action.

22. Supervise, motivate, train and evaluate assigned personnel and recommend the selection of staff.

23. Develop and manage the department budget.

24. Perform other related duties as assigned.
QUALIFICATIONS

REQUIRED:

1. A Bachelor’s degree from an accredited college or university with a major in public administration, public relations, advertising, marketing, communication, journalism or related field.

2. Five years of increasingly responsible experience (involving at least three years of leadership, management and supervision) in the areas of public administration, public contact, media relations, marketing or school relations.

3. Knowledge and understanding of the philosophy, objectives and operations of a community college.


5. Knowledge of principles and practices of effective public, community, intergovernmental, media and school relations.


7. Knowledge of principles and practices of advertising and marketing community college programs and services.

8. Interpersonal skills using tact, patience, courtesy and diplomacy.

9. Knowledge of principles of establishing and maintaining good public, community and school relations.

10. Ability to assess legislative initiative and priorities at all levels of government.

11. Ability to effectively communicate and represent District interests.

12. Ability to lead, plan, organize, coordinate and direct the District’s legislative, community relations, media, advertising, marketing and school relations functions.

13. Ability to understand and interpret the diverse programs and services of a community college.

14. Ability to establish community networks and positive working relationships.

15. Ability to represent District to the media and other news sources.

16. Knowledge of the Education Code, Title 5 and other administrative regulations and the ability to apply these regulations.

17. Ability to successfully delegate; ensure adherence to District policies, practices and procedures; and to hold others responsible yet instill confidence among the faculty and staff.
18. Ability to exercise leadership to advance the District’s mission and goals.

19. Commitment to the community college concept, including the open door philosophy and a diverse curriculum for a diverse student population.

20. Ability to work cooperatively and responsively with all segments of the District and community at large.

21. Commitment to a comprehensive, student-oriented environment that facilitates learning and student development.

22. Ability to lead, develop, supervise and evaluate assigned personnel.

23. Demonstrated understanding, sensitivity and commitment to meeting the needs of the diverse ethnic, cultural, socioeconomic, and disability background of the student and community population.

24. Ability to establish and maintain effective working relationships with elected officials, community leaders, and college faculty, staff and students.

25. Ability to be a fair-minded, ethical and honest leader with excellent interpersonal and communication (oral and written) skills, and the courage and integrity to lead and accept responsibilities.

PREFERRED:

1. Master's Degree from an accredited college or university

2. Community college experience