

Contra Costa Community College District
Classification Specification

DIRECTOR OF COMMUNICATIONS AND COMMUNITY RELATIONS

Class Code	OT Status	EEO Category	Represented Status	Salary Grade	Effective Date	Status	Pages
	Exempt	Officials & Administrators	Management	M9	08/30/07	Management	1 of 2

DEFINITION:

This position serves as the district's key public relations expert and is responsible to manage public and government relations, marketing, media issues, political matters, and external affairs as well as internal communications initiatives.

EXAMPLES OF DUTIES/ESSENTIAL FUNCTIONS: Duties/essential functions may include, but not be limited to, the following:

Advises the Chancellor, Cabinet, College Presidents, and Governing Board on public relations and political issues for the district.

Develops a government relations public affairs strategy, policies and protocol for internal and external communications.

Serves as the chief spokesperson and coordinates all media relations for the District and its colleges, including working with traditional and new media. Prepares news releases, news conferences, speeches and feature stories.

Works collaboratively with the leadership and colleges to formulate a unified message for the district and enhance the district's prominence among key audiences.

In conjunction with the colleges, develops and coordinates Districtwide marketing plans to achieve organizational mission and goals.

Oversees Districtwide marketing, advertising, production of promotional materials and ensures that Districtwide advertising is effective, efficient, and reflects the needs of the customer.

Evaluates market reaction to public relations activities to ensure timely adjustment of the marketing and communication strategies to meet changing conditions.

Monitors the accuracy and effectiveness of internal information, marketing and government relations and community relations programs to ensure the programs of the district and the colleges are in alignment.

Develop strategies to effectively manage public information about the District and the colleges to the region, state, and nation.

Ensures continuous improvement of government relations, public affairs and public relations services through re-engineering, organizational change management, new technology solutions, assessment of best practices, and feedback from internal users and external customers to increase productivity and effectiveness.

Provides expertise and assistance to ensure effectiveness of government relations, public affairs and public relations staff at the District and at the colleges.

Promotes a work culture of customer service, innovation, and quality services to students, staff, and the community.

Compiles with all district, county, state, and federal requirements including preparation of timely and accurate reports for internal and external entities.

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Periodically convenes marketing and public information staff in the District to ensure continuity.

Complies with all District, county, state, and federal requirements including preparation of timely and accurate reports for internal and external entities.

Coordinates special events aimed at the advancement of agency goals and assists in the pursuit of public and private fundraising goals.

Develop and maintain contacts with college colleagues, media representatives, community leaders, business executives and government officials.

Reviews pending legislation, legal mandates, regulations and guidelines which may affect District programs, plans, functions, and activities.

Represents the District at public events, presentations, meetings, and governmental committees as assigned by the Chancellor.

Performs other duties assigned.

MINIMUM QUALIFICATIONS:

Education/Training: A bachelor's degree from an accredited college or university in public relations, journalism, public policy, communications, marketing or related field.

Experience: Five years of management experience directing public relations work in a public or private agency.

Ability: Sensitivity to and understanding of diversity in the workplace and educational environment.

Actions: This classification was adopted by the Governing Board 08/29/07.