

# DESERT COMMUNITY COLLEGE DISTRICT

## DIRECTOR, COMMUNITY RELATIONS

### THE POSITION

Under the direction of the Executive Director of Institutional Advancement, ensure a consistent and favorable representation of the District to both internal and external constituencies, consistent with the college's strategic goals and mission. Provide news, information, images, and talking points through verbal, written, and electronic communications to promote the college's programs, events, faculty expertise, and student achievements.

### REPRESENTATIVE DUTIES

1. Provide assistance to the Executive Director of Institutional Advancement in strategic planning, grants management, marketing, outreach, and related areas. E
2. Direct community outreach efforts of the District to communicate District mission, relevance, and accomplishments to the community at large in all forms of media and in person. Formulate policies and procedures related to public information and community relations. E
3. Assist in the preparation of an annual Communications Plan and the college's Annual Report. E
4. Develop and maintain a broad list of media contacts and coordinate same with the COD Foundation. E
5. Research, develop, and write newsletters and communications for internal and external distribution through meeting with various college constituencies. Ensure all publications and communications representing the college are adequately proofed for spelling, grammar, print quality, and consistency with college brand and mission. E
6. Manage media relations, respond to media inquiries, and create news releases for the appropriate media in a timely manner. Research and respond to requests for public records. Act as college spokesperson as necessary. E
7. Develop and manage the budget for community and public relations. E
8. Maintain campus fidelity to the college style guide, brand images, logos, stationery, etc. Oversee the photography of college events for use on website, in publications, and for the college's image library and archives, as necessary. E
9. Provide media guidance to the leadership team and ensure they have correct information to deliver appropriate messages during interviews with the media. Serve as author and reviewer of executive communications, speeches, and letters, as needed. E
10. Assist in coordinating the content and consistency of design and branding of college web, portal pages and social media. Provide input regarding website navigation. E
11. Collaborate with and assist others to plan major college events such as grand openings and commencement. Oversee maintenance and completeness of campus master calendar. Assist in the promotion of special events for all college constituent groups. E
12. Assist with government and legislative affairs; stay current on state and federal legislative proposals affecting community colleges, advocate on behalf of the District with elected officials in support/opposition of legislation, capital projects, and public policy issues both state and federal. E
13. Coordinate and conduct campus tours for community members, potential donors, and other dignitaries as requested. Develop protocol for tours in collaboration with others. E
14. Maintain accurate and active Speakers Bureau of campus specialists in a variety of subject areas to respond to community requests, and to perform outreach activities in the community. E
15. Act as campus liaison to KCOD radio, Chaparral newspaper, and other student communication organizations and clubs. E

16. Select, train, supervise, and evaluate the performance of assigned staff; recommend transfers, reassignments, discipline, terminations, promotions and other personnel actions as appropriate. E
17. Meet schedules and timelines, organize multiple projects efficiently and effectively and carry out required project details throughout the year. E
18. Seek and participate in professional development activities. E
19. Perform others work related duties as assigned.

### **KNOWLEDGE AND ABILITIES**

**Knowledge of:** Structure and content of the English language, composition, spelling, and grammar; media production, communication, and dissemination techniques and methods, including electronic; business and management principles of communication, planning, time management, budget development, and supervising and motivating employees; District board policies, administrative procedures, institutional goals and their implementation; local, state, and federal policies, procedures, laws and regulations governing community colleges; modern office technology and practices, procedures and equipment including Microsoft Office; understanding and sensitivity to the diverse backgrounds of college personnel, students, and community members; operation and utilization of a digital camera and its images; web and graphic design software.

**Ability to:** Work closely and cooperatively with all campus constituents including faculty, staff, administration, students, alumni, community members, donors, and media representatives; write and speak clearly utilizing correct grammar and punctuation to convey and receive information effectively; listen to and interact with all constituents to provide the information they need and in a timely manner; utilize critical thinking, logic, and reasoning to identify strengths and weaknesses of alternative solutions, conclusions, or approaches to problems and campus communications; monitor pending state and federal legislation that impacts community colleges and provide appropriate timely action; work effectively while multi-tasking and meeting deadlines; operate computer and applicable software including Microsoft Office applications; work confidentially and with discretion; train and provide work direction to others; work and communicate respectfully and effectively with people at various levels within the organization and community from diverse backgrounds, work independently with little direction; sit or stand for extended periods of time; bend at the waist, kneel or crouch.

### **MINIMUM QUALIFICATIONS**

Any combination equivalent to: Bachelor's degree in communications, public relations, journalism, public administration, or related field and three (3) years' experience in positions emphasizing communication skills preferably in a higher education setting.

### **LICENSES AND OTHER REQUIREMENTS**

Valid California driver's license and must have an acceptable driving record and current vehicle insurance meeting State of California requirements.

### **WORKING CONDITIONS**

**Environment:** Office environment with frequent interruptions. Driving a vehicle to conduct work as necessary. Requires some evening and weekend responsibility.

### **EMPLOYMENT STATUS**

Classified Supervisor

E: Essential functions

Approved: November 18, 2011  
Leadership VII