

DIRECTOR, PUBLIC AFFAIRS & PUBLICATIONS

CLASS SUMMARY

Responsible for the development, implementation, and evaluation of the district's communications programs and publications operations. Responsible for managing and coordinating the preparation and production of all visual communications including electronic media. Performs other duties as assigned.

REPRESENTATIVE DUTIES

Provides leadership and technical expertise for the district's public, community, and internal communications activities; serves as spokesperson for and representative of the district when appropriate; supervises assigned staff; develops and manages departmental budgets.

Oversees the development and maintenance of content areas on the district's web site and employee intranet. Directs and spearheads district media relations efforts. Supports graphic communications staff in creating materials such as brochures, annual reports, fact sheets, and other PR and marketing tools.

Cultivates and sustains favorable and open lines of communication with internal constituency groups. Initiates, cultivates and manages the office's media relationships to ensure neutral or positive coverage of the district and colleges. Plans, coordinates and supervises special events and key initiatives. Develops district-wide and college-specific marketing activities; develops and coordinates the implementation of strategies to reach targeted audiences through feature articles, news releases, opinion/editorials, etc. Monitors local and national media to determine areas of interest and opportunities.

Plans, organizes, schedules, directs and supervises graphic production; creates, coordinates and integrates content and design elements of major district publications; consults with management, faculty and staff on publications and design needs; develops and recommends policies and procedures for the efficient organization and operation of publications; assists in the recruitment and selection of staff; assigns, supervises, and evaluates staff; reviews all requests for the purchase of equipment and makes appropriate recommendations; develops plans for improving print and electronic services in the district and makes appropriate recommendations.

ORGANIZATIONAL RELATIONSHIPS

This director reports directly to the Executive Vice Chancellor of Human Resources and Educational Services. This classification works closely with college and district leadership to direct and manage internal communications initiatives, publications, and media relations.

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(continued)

REQUIRED SKILLS AND QUALIFICATIONS

Training and Experience

A bachelor's degree in communications, public relations, journalism or English or another related field. Three to five years experience in a community relations, public relations, marketing or related occupation with direct responsibility for publications, media relations, and communications planning and implementation, including at least three years of project management and supervisory experience. Demonstrated ability as a strong writer and oral communicator.

Knowledge and Abilities

Knowledge of:

- current and emerging technology in order to produce content for the website(s), intranet, and/or social media;
- communications research, processes, planning and program implementation.

Ability to:

- effectively manage, supervise, coach, and evaluate a team of communications professionals;
- analyze, evaluate and respond to diverse communications situations;
- shape and control the flow of information to key constituencies;
- sustain positive communication and open lines of communication with internal and external stakeholders;
- identify story ideas and shape key messages and media relations tools to generate positive coverage of the district and colleges;
- handle sensitive media relations situations, including handling on-site crisis communications response;
- coordinate a variety of high profile tasks and responsibilities;
- serve as a media spokesperson for the district and diffuse negative communications situations;
- team with other communications professionals, district and college-level colleagues on special projects.