

## **IMPERIAL COMMUNITY COLLEGE DISTRICT**

### **CLASS TITLE: EXECUTIVE DIRECTOR OF COMMUNICATIONS, MARKETING AND PUBLIC RELATIONS OFFICER**

#### **BASIC FUNCTION:**

Under the direction of the Superintendent/President, the Executive Director of Communications, Marketing, and Public Relations plans, develops, and implements communications, marketing, and public relations activities for the College including but not limited to the development and implementation of an annual communications strategy and plan, institutional marketing, and public relations campaigns; serves as the College's Public Information Officer (PIO); develops and implements internal and external communications, marketing, public relations, fundraising, and governmental strategies; writes and issues press releases; create and distributes narratives and stories relating to college activities and achievements via District publications; direct and conduct community engagement activities and events; develops measures to quantify communications, marketing, and public relations effectiveness.

#### **REPRESENTATIVE DUTIES:**

1. Serves as the Public Information Officer (PIO) and acts as the District's primary liaison with the news media, and directs the preparation and dissemination of news releases. Represents the College to the community at large by developing and sustaining positive relationships with the media, elected officials, key stakeholders, local, state, and federal government, education, and corporate partners. This includes speaking on behalf of the Superintendent/President when appropriate;
2. Manages and fully leverages the college's social media platforms as strategic vehicles of communication, marketing and promotion;
3. Maintain a thorough understanding of current laws and pending legislation in matters pertaining to communications, marketing, public relations and other issues that affect the College;
4. Monitor and report on national and state legislation affecting community colleges. Develop, implement and promote strategies to advance District initiatives to legislators, elected officials, officers and staff of other governmental and community agencies, and other internal and external constituencies. *E*
5. Cultivate relationships and effectively advocate District interests with local, state, and federal elected and appointed government officials and the California Community Colleges Chancellor's Office. Serve in a leadership role for the San Diego Imperial Counties Community College Association. *E*
6. Facilitate District involvement in regional and statewide organizations and coalitions focused

on legislation, economic development and communications/marketing. *E*

7. Assist the Superintendent/President and executive staff with executive communications. Advise the Superintendent/President regarding public and internal community relations issues. *E*
8. Establish rapport and relationships with area newspapers and other mass media outlets. Prepares media campaigns for newspapers, radio, and television. Writes external and internal news releases, articles, speeches, and reports as necessary. *E*
9. Direct the planning, development, and production of in-house promotional materials, including credit and noncredit course schedules and annual reports. Organize district promotional activities such as dedications, grand openings, recruitment, and promotional activities, ensuring brand consistency across all platforms. This duty also includes the management of public information and media relations. *E*
10. Prepares and reviews speeches for the Superintendent/President, members of the Board of Trustees, and the IVC Foundation to present before the District or local, state, and national public and private sector organizations;
11. Creates videos, commercials and other marketing materials for digital ad campaigns, flyers, emails to internal and external stakeholders, and radio to promote the College;
12. Develop and maintain internal and external communications designed to keep District employees and the general public informed of District events and accomplishments. *E*
13. Develop and maintain the content of the District website. Utilizing web analytics, work with institutional staff to maintain accuracy, currency, functionality and user-friendliness of the website. *E*
14. Serve as the district point of contact for information requests including those falling under the California Public Records Act (CPRA). Understand the CPRA and respond accordingly. Maintain records of CPRA requests. Develop and update Board policy and procedure for responding to public records requests. *E*
15. Direct crisis communications and communications related to emergency preparedness/planning. Serve as District Public Information Officer on the district Emergency Management Team. *E*
16. Select, train, supervise and evaluate assigned staff. Direct the work of staff, consultants, and others involved in projects and programs of the Office of Communication, Marketing and Public Relations. *E*
17. Develop and maintain campus signage, wayfinding systems, digital marquees and maps as needed and maintain accuracy of campus signage. *E*

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18. Develops and prepares the annual budget for the department and analyzes and reviews budgetary and financial data related to the area;
19. Reviews external communication publications for conformity to design and communication guidelines; elicits support from faculty, staff, and administrators for related information and public relations opportunities;
20. Develops measures to quantify and qualify communications, marketing and public relations effectiveness to identify growth patterns and effective practices as well as areas for improvement;
21. Coordinates and implements a variety of community engagement and public relations-related events including groundbreakings, open houses, campus tours, and press conferences;
22. Attends and conducts a variety of meetings as assigned, including the Board of Trustees, Citizens Bond Oversight Committee (CBOC), Foundation Board, Emergency Response Team, Environmental, Safety and Facilities Committee, Public Relations and Marketing and other assigned meetings;
23. Strategically plans, manages, and directs College marketing and public relations activities to increase student (traditional and non-traditional) enrollments;
24. Ensures diverse and equity-minded representation in marketing and communication materials;
25. Leads and works closely with the IVC Foundation in developing and implementing the Strategic Plan.
26. Perform related duties as assigned.

#### **KNOWLEDGE SKILLS, AND ABILITIES:**

##### Knowledge of:

- Principles and techniques of establishing and maintaining good public, community and media relations.
- Principles of marketing strategies and techniques.
- Principles and techniques of governmental relations.
- Legislative processes at the local, state and national levels.
- Principles and techniques of crisis communications.
- Principles and techniques of providing excellent customer service.
- Principles and techniques of preparing, producing and disseminating information.
- Principles and practices of supervision and training.
- Interpersonal skills using tact, patience and courtesy.
- Oral and written communications skills including correct English usage, grammar, spelling,

- punctuation and vocabulary. District organization, operations, policies and objectives.
- Modern office practices, procedures and equipment.
- Commitment to a comprehensive, student-oriented environment that facilitates learning and student development.
- Computer applications, including Contribute and Adobe Creative Suite.
- State Education Code, the California Public Records Act and other applicable laws.
- Social media marketing and branding platforms and associated analytics.

Ability to:

- Plan, organize and implement an effective marketing and communications program for the College.
- Communicate effectively both orally and in writing with the media and others.
- Establish and maintain cooperative and effective working relationships with students, faculty, staff, representatives of the media, local agencies and organizations, vendors and the general public.
- Supervise and evaluate department staff, temporary employees and student workers.
- Analyze situations accurately and adopt an effective course of action.
- Work independently with little direction.
- Write and edit clear, concise, accurate and effective materials for public distribution.
- Meet schedules and deadlines.
- Work confidentially with discretion.
- Develop and control budget.
- Learn district and state regulations, policies and procedures.
- Understand and follow oral and written directions.
- Operate a variety of office equipment including a computer terminal.
- Maintain records.
- Operate a vehicle, observing legal and defensive driving practices.
- Demonstrate sensitivity to and understanding of diverse academic, socioeconomic, cultural, ethnic and disability issues.

**EDUCATION AND EXPERIENCE:**

Bachelor's degree from an accredited institution with major course work in communication, marketing, public relations, or similar field of study. A minimum of two years of responsible experience in public information, government relations and marketing and experience developing and implementing public information/public relations programs.

Master's Degree in communication, marketing, public relations or a related field from an accredited institution or an accreditation in public relation (APR) preferred.

Demonstrate sensitivity to and understanding of diverse academic, socioeconomic, cultural, ethnic and disability issues.

**LICENSES AND OTHER REQUIREMENTS**

Valid California driver license.

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**WORKING CONDITIONS:**

Environment: Office

Physical Demands: Incorporated within one (1) or more of the previously mentioned essential functions of this job description are essential physical requirements. The ratings in the chart below indicate the percentage of time spent on each of the essential physical requirements.

Seldom—Less than 25 percent = 1 Often—51-75 percent = 3  
Occasional—25-50 percent = 2 Very Frequent—76 percent and above = 4

<b>Ratings</b>	<b>Essential Physical Requirements</b>
3	Ability to work at a desk, conference table or in meetings of various configurations.
2	Ability to stand for extended periods of time and work outdoors.
4	Ability to sit for extended periods of time.
4	Ability to see for purposes of reading printed matter.
4	Ability to hear and understand speech at normal levels.
3	Ability to communicate so others will be able to clearly understand a normal conversation.
1 or 2	Ability to lift 50 pounds.
1 or 2	Ability to carry 50 pounds.
4	Ability to operate office equipment.

**STATUS/RATIONALE**

This is a classified administrator position. This position has direct responsibility for formulating and implementing policy regarding the public relations and marketing of the College and the District.