



POSITION DESCRIPTION

Executive Director of Communications and External Relations

Position Executive Director of Communications and External Relations
Department/Site Communications and External Relations
FLSA Exempt
Evaluated by Superintendent/President
Salary Range M-73

General Description

Under the direction and supervision of the Superintendent/President, the Executive Director of Communications and External Relations works in a deadline driven environment, both independently as well as collaboratively with faculty, staff, and administrators to plan, develop, implement, and direct college-wide activities to enhance the District's communications programs.

The Executive Director of Communications and External Relations oversees the District's Communications and External Relations Office.

This is a classified management position.

Essential Duties and Responsibilities

- Manages and provides leadership to the areas of Communications and External Relations.
- Establishes priorities, goals, and objectives for District communications, and branding campaigns that increase public awareness and support of District programs, services and activities, and enhance the District's prominence among key internal and external constituent groups.
- Designs, develops and implements complex communications initiatives that include a variety of media, including print, online, web, and social media. Develops and coordinates District public information and marketing initiatives.
- Reviews all publications for accuracy, completeness, and conformance to applicable rules and procedures.
- Serves as the District's official Public Information Officer and primary liaison with the media.
- Advises the Superintendent/President regarding current and potential community and outreach issues and concerns.
- Oversees the coordination of special events, such as tours and visits by dignitaries and public officials.
- Oversees a system of communication with and for District employees to keep them informed of major issues, decisions, plans, legislation, District events and accomplishments.
- Analyzes and evaluates sensitive situations to determine community relations consequences in order to recommend an effective plan of action.
- Develops and implements an integrated publications strategy for the District.
- Conducts research and compiles data and other information related to Communications and External Relations activities.
- Analyzes community and college research data and pertinent government initiatives to develop goals and objectives for the District's Communications and External Relations activities.
- Serves on District committees, provides in-service training, and makes presentations.
- Interprets and communicates the goals and needs of the District's development activities to the internal and external college community.



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- Represents the District at community functions and events.
- Assists the Superintendent/President in a variety of planning and research activities.
- Supports the strategic goals and mission of the college. Advances a positive image and enhances the reputation of the college to the community.
- Prepares annual budgets and budget reports.
- Other duties, as assigned that support the overall objective of the position and the District's mission and philosophy.

Minimum Qualifications

- Possession of a master's degree in a related discipline.
- Three years of experience related to community college or university communications/external relations and publications.
- Evidence of ability to communicate effectively, in English, with a diverse population both orally and in writing.
- Evidence of ability to work effectively as a member of the administration team.
- Evidence of experience and training in the utilization of technology in administrative practice.
- Evidence of experience supervising a complex administrative department responsible for implementation of state and federal regulations.
- Sensitivity to, understanding of, and respect for the diverse academic, socioeconomic, ethnic, religious, cultural background, disability, and sexual orientation of community college students, faculty, and staff.