



POSITION DESCRIPTION

Executive Director of Strategic Communications, Marketing, and Public Affairs

Position Executive Director of Strategic Communications, Marketing, and Public Affairs
Department/Site Strategic Communications, Marketing, and Public Affairs
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 Strategic Communications, Marketing, and Public Affairs 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 ensure that all communications reflect and advance the mission, values, and priorities of the District.

The Executive Director of Strategic Communications, Marketing, and Public Affairs oversees the District's Strategic Communications, Marketing, and Public Affairs Office.

This is a 12-month classified management position.

Essential Duties and Responsibilities

- Provides inclusive and supportive leadership to department employees through direct supervision, regular performance feedback, and opportunities for professional growth and development.
- Establishes priorities, goals, and objectives for District communications, and collaborates and/or oversees branding campaigns that increase public awareness and support of District programs, services and activities, and enhances the District's prominence among key internal and external constituent groups.
- Designs, develops, oversees, and implements complex communications initiatives that include a variety of media, including print, online, web, videography, and social media. Develops and coordinates District public information and marketing initiatives.
- Oversees 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, ensuring timely, accurate, and strategic responses to media inquiries and public information requests.
- 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.
- Coordinates legislative affairs and advocacy efforts at the local, state, and federal levels; assists in monitoring legislation and policy that may affect the college.
- Analyzes and evaluates sensitive situations to determine community relations consequences in order to recommend an effective plan of action.
- Develops and implements an integrated marketing strategy for the District.
- Conducts research and compiles data and other information related to communications, marketing, and government/public affairs activities.



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- Analyzes community and college research data and pertinent government initiatives to develop goals and objectives for the District's communications, marketing, and public affairs activities.
- Supports college efforts to reduce student equity gaps and promote a campus culture that is welcoming and inclusive.
- 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.
- 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.
- Five years of experience related to community college or university communications/marketing, public relations, or public affairs, including three years in a supervisory or leadership role.
- Evidence of ability to communicate effectively with a diverse population.
- 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.
- Demonstrates sensitivity to, understanding of, and ability to work with the diverse academic, socioeconomic, ethnic, religious, disability, gender, gender identity, sexual orientation, immigrant status, and cultural background of community college students, faculty, and staff; and successfully fosters and supports an inclusive educational and work environment.