

STATE CENTER COMMUNITY COLLEGE DISTRICT
EXECUTIVE DIRECTOR – PUBLIC AND LEGISLATIVE RELATIONS

DEFINITION

Under direction of the Chancellor, plans, organizes, directs, and coordinates the marketing, public relations, community relations and legislative affairs programs of the district.

DISTINGUISHING CHARACTERISTICS

This is a management position, exempt from overtime provisions of the Fair Labor Standards Act, with responsibility for formulation and implementation of district policies, regulations, budget decisions, and supervision of personnel including assignment of work, evaluation of performance, adjusting grievances, recommending hiring, transfer, suspension, lay off, recall, promotion, and termination.

EXAMPLES OF DUTIES

Duties include planning, organizing, directing and monitoring the district's marketing, public relations program; assisting the chancellor with communications to board members; developing, directing and approving the information provided to the media; supervising the campus public information offices; maintaining positive relationships with local, regional and national media; coordinating and approving the production of publications for the district and monitoring publications from the campuses to insure the district image is consistent; serving as lead media spokesperson for the district; organizing and directing the district's legislative liaison efforts by maintaining regular contact with state legislators and their aides; serving as a member of the district's legislative committee; establishing and maintaining a legislative hotline; representing the district at legislative hearings; organizing the district's representation in community activities and serving as liaison with various community organizations; directing the preparation, scripting, on-camera production and hosting of the district's cable television program; supervising the preparation and data collection, editing, designing and distributing the district's class schedule; assisting the chancellor in matters pertaining to board elections and community relations; serving as a member of chancellor's cabinet; participating in the formulation and administration of district policies, regulations and procedures. May perform other duties as needed.

EMPLOYMENT STANDARDS

Education: Bachelor's degree in journalism, public relations or a related field. Master's degree preferred.

Experience: Considerable experience in marketing/public relations, writing and editing publications; public relations, community relations, television on-camera production, working with legislative offices to monitor and influence the progress of legislation.

Knowledge and Abilities: Knowledge of technical and professional skills related to the fields of publishing, communications and marketing; knowledge of the media, its structure and procedures; the legislature, its structure and procedures; effective communication techniques used in writing, photography, and public speaking; television production; layout and design of publications; role of community colleges in education and the community; the role of community colleges in international development; workshop preparation and organization; research techniques and applications. Skill to maintain good relations with media, community organizations, legislators and their staff, board members, and the public; inform media of district and college events; compose and type news releases, newsletters and bulletins; make presentations; write, edit, design and photograph; project a positive image, initiative and self-confidence; maintain confidentiality; plan, coordinate and conduct meetings. Ability to assign, monitor, and evaluate the work of others. Ability to receive and follow instructions and appropriately interact with students, staff, faculty and the public. Ability to learn and apply college and district policies and procedures.