

SANTA BARBARA COMMUNITY COLLEGE DISTRICT

CLASSIFICATION: **CLASSIFIED**

CLASS TITLE: **DIRECTOR -COMMUNICATIONS**

SALARY TABLE: **30**

SALARY RANGE: **155**

BASIC FUNCTION:

Under the direction of the Superintendent/President, plan, implement, oversee, assess, and evaluate the District's communications activities to create positive external and internal connections and relationships. The position is responsible for, but not limited to, District communications, government affairs, media relations, advertising, marketing, web and social media channels, and community relations.

REPRESENTATIVE DUTIES

ESSENTIAL DUTIES:

Provide leadership, set goals, plan, implement, oversee, assess, and evaluate objectives for the District's external relations including government affairs, media relations, advertising, marketing, web and social media channels, and community relations.

Plans, implements and administers public information, government affairs, marketing and information dissemination. Implement outreach, internal community and external community relations programs to create and maintain a favorable image of the District and to keep the public informed of the District programs, courses, policies, activities and priorities.

Supervise and evaluate the performance of assigned personnel; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions; assign employee duties and review work to assure accuracy, completeness and compliance with established standards, requirements and procedures.

Oversee the District web site and social media channels. Coordinate and unify college messaging, representation, and visual imagery to include, but not limited to, website, publications, and related media.

Develops and monitors budgets and maximizes financial resources.

Responsible for insuring accuracy of print and online publications related to the area of responsibility.

Establish and maintain positive working relationships with the media. Represents and serves as a spokesperson for the District to various media and groups. Establishes networks, rapport, and positive relationships with the communities in the District.

Maintain positive working relationships with local, state, and federal officials and their staffs whose geographic areas of governance include the District. Coordinates support activities with the college administrators.

Understand the legislative positions of all of the relevant elected officials on matters of interest to SBCC. Develop and recommend appropriate strategies that will inform elected officials in a timely way about the impact of proposed legislation on SBCC.

Provide support, assistance, and information to the Superintendent/President regarding governmental developments of interest to SBCC.

Establish and maintain relationships with counterparts at feeder school districts and partner higher education institutions.

Establish and maintain relationships with key Isla Vista organizations whose work has bearing on SBCC students residing in the community.

Assists the Superintendent/President and the Board of Trustees in responding to and interacting with the news media, elected officials, and the community at large.

Develops and implements the college's advertising and marketing plans to support outreach, visibility, recruiting, and enrollment management strategies. Consults with college divisions, departments, programs, and offices in developing marketing, advertising, and promotional and public relations materials. Approve the designs for all such materials.

Directs college-wide image and branding efforts and enforces institutional graphics standards. Reviews District publications for clarity of format and content and conformity to District's printing and graphic standards.

Directs and coordinates the District's media relations plans and strategies, including relations with print and broadcast outlets. Draft press releases, op-ed pieces, letters to the editor and hold media briefings when needed.

Coordinate the planning and implementation of specific events for the purpose of outreach to our internal and external constituents; facilitate community outreach programs; ensure District's presence at key events, conferences, and general meetings. Arranges for campus tours/visits from elected officials and other members of the community.

Attend Board of Trustees meetings and meetings in the communities of the District as appropriate. Monitor the community impact of relevant college decisions and activities.

Participates in professional organizations and related meetings, including committees, task forces, and special assignments.

Maintains currency of knowledge and skills related to the duties and responsibilities.

Performs other related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Practices, methods and procedures involved in providing leadership, setting goals, planning, implementing, overseeing, assessing, and evaluating objectives for the District's external relationships.

Practices, methods and procedures involved in planning, implementing and administering public information, government affairs, marketing and information dissemination.

Outreach, internal community and external community relations programs to create and maintain a favorable image of the District and to keep the public informed of the District programs, courses, policies, activities and concerns.

Practices, methods and procedures involved in developing, implementing and conducting public relations, strategic communications, marketing and awareness activities.

Practices and procedures involved in the preparation and dissemination of news releases, public relations practices, procedures, techniques and terminology.

Policies, goals and objectives of College operations, programs and activities.

Principles, practices and techniques involved in the research, organization, composition and design of news releases, newsletters and informational materials.

Methods of collecting and organizing data and information.

Oral and written communication skills.

Budget preparation and control.

Interpersonal skills using tact, patience and courtesy.

Correct English usage, grammar, spelling, punctuation and vocabulary.

Operation of a computer, desktop publishing equipment, cameras, and relevant software.

Record-keeping and report preparation techniques.

Public speaking techniques.

ABILITY TO:

Provide leadership, set goals, plan, implement, oversee, assess, and evaluate objectives for the District's external relations.

Plan, implement and administer public information, government affairs, marketing and information dissemination.

Develop, implement and conduct public relations, strategic communications, marketing and awareness activities to enhance community understanding of College objectives, services and activities.

Coordinate and unify college messaging, representation, and visual imagery to include, but not limited to, website, publications, and related media.

Research, organize, compose and design press releases, newsletters and informational materials for distribution to the local news media and publication in the community.

Meet and confer with College personnel, the Foundation for SBCC, students and the public to obtain and determine information for publication and promotion.

Serve as a liaison and coordinate communications and information between the Superintendent/President, College personnel, students, print and broadcast media and the public.

Monitor legislature and activities affecting College operations and activities.

Learn and understand College organization, operations, policies and objectives.

Prepare and deliver oral and written presentations.

Operate a computer, cameras, and assigned software.

Analyze situations accurately and adopt an effective course of action.

Work independently with little direction.

Maintain records and prepare reports.

Plan and organize work.

Meet schedules and time lines.

Communicate effectively both orally and in writing.

Establish and maintain cooperative and effective working relationships with others.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: bachelor's degree in public administration, public relations, communications, marketing, journalism, or related field, and five years of increasingly responsible experience in public/governmental relations/marketing, community outreach, or public policy.

Understanding of and sensitivity to meeting the needs of the diverse academic, socioeconomic, cultural, disability and ethnic background of the student, community, and employee population.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment.

Frequent interruptions.

Driving a vehicle to conduct work.

PHYSICAL DEMANDS:

Dexterity of hands and fingers to operate a computer keyboard.

Seeing to read a variety of materials.

Hearing and speaking to exchange information.

Sitting or standing for extended periods of time.

Reaching overhead, above the shoulders and horizontally.

Bending at the waist, kneeling or crouching.

Lifting, carrying, pushing or pulling light objects as assigned by the position.