

SANTA BARBARA COMMUNITY COLLEGE DISTRICT

CLASSIFICATION: CLASSIFIED

**CLASS TITLE: EXECUTIVE DIRECTOR –
PUBLIC AFFAIRS AND
COMMUNICATIONS**

SALARY TABLE: 30

SALARY RANGE: 165

BASIC FUNCTION:

Under the direction of the Superintendent/President, this Cabinet-level position is responsible for policy development, implementation, direction, and monitoring of strategies related to District public relations and communications. Serves as principal liaison to national, state, and local elected officials and important constituencies. Monitors, communicates, analyzes, and develops strategies on legislative and regulatory issues in conjunction with the Superintendent/President, outside counsel, relevant College staff and governance groups. Coordinates and performs a variety of specialized duties involved in implementing and directing the College's multilingual communications, branding, marketing, and public affairs efforts to create clear and consistent messages and to disseminate them with integrated and innovative methods, including new media, social networking, direct marketing, video, print, institutional partnerships, and the news media. Serves as Chief College spokesperson and public information officer, particularly for Emergency Operations Center and other College emergencies. This position will serve as a representative of the Superintendent/President as directed, particularly with key community constituencies and stakeholders.

REPRESENTATIVE DUTIES

ESSENTIAL DUTIES:

Understand the college's internal environment and external issues, and advise the President and other campus leaders accordingly.

As directed, represent the Superintendent/President with key community stakeholders and constituencies.

Lead the college in regionally collaborative efforts on legislation, advocacy and/or information sharing that benefits our local community and college efforts.

Work collaboratively with regional organizations, Chambers of Commerce, nonprofits, and educational institutions to advocate for the college and enhance awareness of college programs and impact.

Lead the college in building relationships with external and internal audiences and stakeholders.

Plan, control, organize and direct strategic communications, marketing, and public affairs programs, operations and activities.

Lead college efforts, in collaborating with external partners and college staff, to monitor and report on economic impact of the college. Utilize this information to increase awareness of college impact regionally and promote educational opportunities across credit and noncredit programs.

Understand the political, socioeconomic and demographic landscape of the district and advise the Superintendent/President and Educational Programs on trends, shifts, and areas where the college can play a vital role in supporting the educational and workforce goals of our community.

Plan, control and direct activities

Develop an in-depth knowledge of the needs and goals of SBCC's primary audiences and stakeholders.

Understand and be well-informed of the state and national environment for higher education. Serve as a legislative liaison advising the President on legislation affecting the district.

Plan, coordinate and direct emergency and crisis communications management functions for the College; develop and implement emergency communications procedures; establish and maintain campus and off-campus emergency contacts; coordinate communications response to emergency situations. Serve as liaison to City and County emergency communications management structure. Serve as the Chief College spokesperson and public information officer.

Serve as Principal liaison to national, state, and local elected officials and VIPs

Plan, coordinate and direct requests for information relating to Freedom of Information Act and/or California Public Records Act.

Serve as the College's brand manager, with the responsibility of positioning the College in the market, by managing the overall direction, messaging, and "look and feel" of the College web site and print materials.

Provide leadership, plan, coordinate, and direct the District's communications and public affairs objectives including government affairs, media relations, marketing, social networking, and community relations.

Plans, coordinate and direct 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.

Prepare, evaluate and implement College plans including Strategic Communications Plan and Emergency Communications Plan.

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.

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

Develop and prepare the annual preliminary budget for the Office of Communications; analyze and review budgetary and financial data; control and authorize expenditures in accordance with established limitations.

Maintain positive working relationships with local, state, and federal officials and their staffs whose geographic areas of governance include the District. Track and report on relevant legislation. Draft letters of support, memoranda and advocate on behalf of the best interests of the District.

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.

Advise, assist, and inform 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.

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.

Prepares and disseminates press releases, op-ed pieces, letters to the editor and holds 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. Attends meetings on behalf of the President when directed. 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:

Plan, organize, control and direct objectives for the District's external relations.

Plan, organize, control and direct 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.