

Director of Communications, Marketing and Public Relations

Open until filled; priority screening deadline June 11, 2018

Anticipated start date: July 1, 2018

THE POSITION

Under general direction, plans, organizes, manages, and oversees marketing, communications, and public affairs functions and activities; plans and implements District public affairs, community relations, marketing, advertising, outreach, and media relations programs and activities; coordinates assigned activities with other District divisions, officials, outside agencies, and the public; fosters cooperative working relationships among District divisions, student organizations, and with the media, community groups, and various public and private groups; provides responsible professional assistance to the Vice President, Advancement and Development in areas of expertise; and performs related work as required.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Plans, coordinates, organizes, monitors, and evaluates the District's Marketing, Communications, and Public Affairs unit functions, services, and activities, including public, government, and community relations, marketing, advertising, media relations, and internal and external communications.

Participates in the development and implementation of goals, objectives, policies, procedures, and work standards for the unit; establishes, within District policy, appropriate budget, service, and staffing levels.

Contributes to the overall quality of the assigned service area by developing, reviewing, and implementing policies and procedures to meet the legal requirements and District needs; continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors the distribution of work, support systems, and internal reporting relationships; identifies opportunities for improvement; directs the implementation change.

Selects, trains, motivates, and directs unit staff; evaluates and reviews work for acceptability and conformance with unit standards, including program and project priorities and performance evaluations; works with employees on performance issues; implements discipline and termination procedures; responds to staff questions and concerns.

Serves as a liaison and coordinates public relations and information between administrators, staff, media representatives, community groups, local, state, and federal agencies, and the public to facilitate awareness of various District operations, programs, functions, resources, and events; establishes and maintains contacts with members of the media, community groups, campus organizations, and District divisions; manages crisis communication to mitigate negative media coverage relative to controversial issues and to manage campus and public safety information during an emergency or natural disaster.

Oversees the preparation and distribution of media communications and secures media placements to promote District programs, activities, and accomplishments.

Manages and participates in the development and administration of the unit's annual budget; directs the forecast of additional funds needed for staffing, equipment, materials, and supplies; directs the monitoring of and approves expenditures; directs and implements adjustments as necessary.

Meets and confers with administrators, staff, students, and the public to obtain and determine information appropriate for publication and promotion as part of program assessment processes.

Coordinates photographic services and maintains archives of photographs, documents, and publications for use in marketing projects.

Participates in the design of the District's website and social media platforms to ensure compliance and consistency with design standards and guidelines.

Develops and manages the District's image and brand, including review of materials developed by other divisions for public distribution and marketing programs, projects, and issues of importance to the District.

Coordinates assigned programs and services with other District divisions to establish marketing and communication processes and procedures reflective of District goals.

Develops, proposes, and takes proactive steps to build positive relationships with key administrators, business, civic, and community leaders, and with members of the media.

Conducts a variety of program organizational and operational studies; recommends modifications to programs, policies and procedures as appropriate.

Attends and participates in professional group meetings and various District committees and advisory groups; stays abreast of new trends and innovations in the field of marketing and communications programs and services as they relate to the areas of assignment.

Monitors changes in legislation, laws, regulations, and technology that may affect District or unit operations; recommends policy and procedural changes as required.

Prepares, reviews, and presents staff reports, various management and information updates, and reports on special projects as assigned by the Vice President Advancement and Development.

Maintains and directs the maintenance of working and official departmental files.

Responds to difficult and sensitive public inquiries and complaints and assists with resolutions and alternative recommendations.

Performs related duties as assigned.

Knowledge of:

Principles and practices of enrollment management.

Pertinent federal and state laws and regulatory provisions.

College accreditation procedures, practices, and standards.

The development, implementation, and assessment of student learning and/or service area outcomes.

Principles and practices of technology and software use for databases, accounting, spreadsheets, and other business processes.

Budget development, administrative practices, and organizational and management practices as applied to the analysis and evaluation of projects, programs, policies, procedures, and operational needs.

Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.

Principles, practices, and techniques used in the conduct of an effective marketing program, including branding, organizational/public communication, and community, government, and media relations.

Principles and practices of content management and production of District publications and marketing material.

Alternative media formats and assistive technology that support persons with disabilities.

Various writing styles for speeches, promotional materials, academic publications, and for various external audiences.

Methods and techniques for the development of presentations, business correspondence, and information distribution; research and reporting methods, techniques, and procedures.

Principles and procedures of record keeping, technical report writing, and preparation of correspondence and presentations.

Modern office practices, methods, and computer equipment and applications.

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

Techniques for effectively representing the District in contacts with governmental agencies, community groups, media, and various business, professional, educational, regulatory, and legislative organizations.

Techniques for providing a high level of customer service by effectively dealing with the public, vendors, students, and District staff, including individuals of various ages, various socio-economic and ethnic groups.

Ability to:

Demonstrated sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of community college students.

Effectively lead employees and teams with a collaborative style in a collegial and participatory governance environment.

Deliver formal and influential presentations.

Be a fairminded, ethical, and honest leader with excellent interpersonal and communication skills, both oral and written.

Develop, implement, and evaluate programs and services.

Utilize data and assessment outcomes to make improvements for programs and services.

Inspire and motivate others toward goal achievement.

Counsel, direct and facilitate professional development of employees.

Develop and monitor budgets and effectively utilize resources.

Effectively manage priorities in large, complex and diverse operational units.

Use independent judgment in the interpretation and application of rules, regulations, policies, and procedures.

Provide leadership and work collaboratively and productively with all stakeholders including; faculty, students, administrators, support staff, unions and the community.

Recruit, select, supervise, and evaluate employees.

Interpret, apply, explain, and ensure compliance with applicable federal, state, and local policies, procedures, laws, and regulations.

Disseminate electronic communication in required accessible format for persons with disabilities.

Effectively administer a variety of marketing and communications programs, projects, and administrative activities.

Manage content and production of District publications and marketing materials.

Communicate effectively, orally and in writing, and edit written content.

Write in a variety of styles, including business, promotional/advertising, web, academic, and for the general public.

Effectively represent the District and the unit in meetings with various educational, business, professional, regulatory, and legislative organizations.

Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.

Conduct complex research projects, interpret data, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.

Establish and maintain a variety of filing, record keeping, and tracking systems.

Operate modern office equipment including computer equipment and specialized software applications programs.

Use English effectively to communicate in person, over the telephone, and in writing.

Understand scope of authority in making independent decisions.

Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

MINIMUM QUALIFICATIONS

Education and Experience

A bachelor's degree from a college or university accredited by a regional accrediting agency recognized by the United States Department of Education with major coursework in marketing, public relations, communications, journalism or a related field, and five (5) years of professional experience in public relations, media relations, journalism, advertising, marketing, and/or organizational communication. Master's degree is highly desirable.

CONDITIONS OF EMPLOYMENT

Regular, full-time, classified management position.

Management salary range V: \$109,490-\$124,375 annually (within this salary range, the successful candidate's starting salary will be commensurate with education and experience).

Annual doctoral stipend \$1,500

District provides health benefits, which currently consist of full coverage for medical, dental, and vision insurance for employee and a high percentage of coverage for eligible dependents.

Life, accident, and income protection insurance.

Sick leave, vacation, paid holidays.

PERS (public employees retirement system).

403b/457 options

Valid California driver's license required.

APPLICATION PROCEDURE

The following documents **MUST** be uploaded as attachments to your on-line application:

- 1) Resume
- 2) Cover letter
- 3) Transcripts from all colleges/universities (unofficial copies acceptable)

We require unofficial copies showing all undergraduate and graduate coursework and must be from regionally accredited institutions recognized by the United States Department of Education. Official copies will be required at time of hire. Foreign transcripts must be evaluated by the National Association of Credential Evaluation Services (NACES) member organization at the applicant's expense.

EQUAL OPPORTUNITIES

It is the policy of the Hartnell Community College District that no person shall be discriminated against in any employment procedure on the basis of race, color, national origin, ancestry, religion, sex, sexual orientation, age, marital status, veteran status, or disability. The College actively seeks applications from candidates who have multi-cultural experience. Contact the Office of Human Resources and Equal Employment Opportunity if you need any special accommodations to complete the application process.

To Apply, visit:

<http://apptrkr.com/1234276>