

**DIRECTOR, PUBLIC & GOVERNMENTAL RELATIONS, MARKETING AND COMMUNICATIONS**

| **Reports to:** | Superintendent/President, MiraCosta College | | |
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| **Dept:** | Office of the Superintendent/President | **Range:** | CM-14 |
| **FLSA:** | Exempt | **EEO:** | Executive/Administrative/Managerial |

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed by individual positions.*

### BASIC FUNCTION:

Under general direction, plan, develop, organize, manage and implement the district’s govern­mental rela­tions, marketing and communications program including public affairs and legislative advocacy, public information, media/community relations, advertising, crisis communi­cation, district publications, campus signage, customer service, public events and logo/branded promotional items; and perform related duties as assigned.

### ESSENTIAL DUTIES & RESPONSIBILITIES:

*The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.*

1. Plan, organize, control, integrate and evaluate the work of the district’s governmental rela­tions, marketing and communications program personnel; with staff, develop, implement and monitor work plans to achieve goals and objec­tives; contribute to the development of and monitor performance against the annual depart­ment budget; supervise and participate in developing, implementing and evaluating plans, work processes, systems and procedures to achieve annual goals, objectives and work standards.
2. Manage the performance of department staff; interview and select new staff; establish perform­ance requirements and personal development targets; regularly monitor perform­ance and provide coaching for performance improvement and development, in accord­ance with district human resources policies and labor contract agreements.
3. Provide day-to-day leadership and work with staff to ensure a high-perform­ance, service-oriented work environment that supports achieving the department’s and district’s mission, objectives and values.
4. Assist the Superintendent/President and executive staff with executive communications; advise the Superintendent/President regarding building positive public and internal community relations and proactively addressing issues.
5. Develop, implement and direct district-wide public information, media relations, marketing and social media strategies and activities; develop and produce in-house promotional materials including credit and noncredit course schedules and the annual report; organize district promotional activities such as dedications, grand openings, recruitment and promotional activities.
6. Serve as official district spokesperson, acting as primary liaison with the news media; direct the preparation and dissemination of news releases; establish rapport and relationships with area newspapers and other media outlets, including those serving minority or non-English speaking communities; project and communicate a positive image of the college at the community, state and national level.
7. Monitor and report on national and state legislation affecting community colleges; develop, implement and promote strategies and develop a legislative agenda to advance district initiatives to legislators, elected officials, governmental and community agencies, and other constituencies.
8. Develop and maintain the content of the district’s website; utilizing web analytics, work with staff in Academic Information Services to maintain website accuracy, currency, functionality and user-friendliness.
9. Serve as the district point of contact for information requests including those falling under the California Public Records Act (CPRA); maintain records of CPRA requests; develop and recommend updated board policies and procedures for responding to public records requests.
10. Direct crisis communications; oversee communications related to emergency prepared­ness/plan­ning; serve as Public Information Officer on the district’s Emergency Management Team.

### OTHER DUTIES:

1. Cultivate relationships with community, business and economic development organizations to champion and promote the college within its community.
2. Cultivate relationships and effectively advocate district interests with local, state and federal government officials and the California Community Colleges Chan­cellor’s Office; participate in the San Diego Imperial Counties Community College Association and lead the group as needed.
3. Serve on the district’s enrollment-management task force and provide leadership in devel­oping marketing, promotional and public relation activities and materials to support outreach, visibility, recruiting and enrollment management strategies.
4. Develop and maintain communications designed to keep employees and the public informed of district events and accomplishments.
5. Develop and maintain campus signage/wayfinding systems and maps as needed and main­tain accuracy of campus signage.
6. Work collaboratively with the MC Foundation to ensure messaging to the community and donors is positive and consistent.
7. Work collaboratively with RPIE to ensure information and facts are accurate and effectively presented.
8. Supervise operation of the district switchboard and automated telephone system.
9. Perform related duties as assigned.

### KNOWLEDGE AND ABILITIES:

### KNOWLEDGE OF:

1. District organization, operations, policies and objectives, including human resources policies and labor contract provisions.
2. Advanced principles, practices, methods and techniques of program, administrative and org­anizational analysis, planning and management applicable to public/governmental rela­tions, media relations, marketing and communications.
3. Principles and practices of public administration, including budgeting, purchasing and main­taining public records.
4. Legislative processes at the local, state and national levels.
5. Principles and techniques of preparing, producing and disseminating information.
6. Research methods and analysis techniques.
7. State education code, the California Public Records Act and other applicable laws.
8. Principles and practices of effective management and supervision.
9. Oral and written communications skills including correct English usage, grammar, spelling, punctuation and vocabulary.
10. Computer applications, including Contribute and Adobe Creative Suite.
11. Safety policies and safe work practices applicable to the work.

### ABILITY TO:

1. Plan, develop, manage and implement effective public relations, media relations, govern­mental relations, marketing and communications programs.
2. Understand, interpret, explain and apply district, state and federal policies, laws, regulations and court decisions governing the district’s public and governmental relations, marketing and communications programs.
3. Consult effectively with other directors and managers to develop solutions to complex public relations, marketing and communications issues.
4. Evaluate public relations, marketing and communications practices and make sound recom­mendations for improvement.
5. Define issues, analyze problems, evaluate alternatives and develop sound, independent conclusions and recommendations in accordance with laws, regulations, rules and policies.
6. Organize, set priorities and exercise expert, independent judgment within areas of responsi­bility.
7. Develop and implement appropriate policies, procedures and controls.
8. Prepare clear, concise and comprehensive correspondence, reports, studies and other written materials.
9. Communicate effectively, both orally and in writing.
10. Understand, interpret, explain and apply applicable laws, codes and ordinances.
11. Represent the district effectively in dealings with contractors, regulatory and governmental agencies, community organizations and the public.
12. Present proposals and recommendations clearly, logically and persuasively.
13. Operate a computer and standard business software.
14. Work collaboratively with other directors and managers and provide expert advice and counsel to develop solutions to complex issues.
15. Use tact and diplomacy in dealing with sensitive and complex issues, situations and concerned people.
16. Demonstrate sensitivity to and understanding of diverse academic, socioeconomic, cultural, ethnic and disability issues.
17. Establish and maintain effective working relationships with all those encountered in the course of work.

### EDUCATION AND EXPERIENCE:

Graduation from an accredited four-year college or university with a bachelor’s degree in communications or a related field, and five years of increasingly responsible experience in developing and implementing public information/public relations programs; or an equivalent combination of train­ing and experience. Experience in a public agency is preferred.

### LICENSES AND OTHER REQUIREMENTS:

A valid California driver’s license and the ability to maintain insurability under the district’s vehicle insurance program.

**WORK DIRECTION, LEAD AND SUPERVISORY RESPONSIBILITIES:**

Staff, consultants, graphic artists, printers, photographers, campus aides and student workers.

**CONTACTS:**

Governing board members, district administrators, faculty, staff, students, other college and community organizations, government officials, vendors, contractors, foundation/community supporters, media and the public.

**PHYSICAL EFFORT:**

*The physical efforts described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Primarily sedentary with intermittent standing, walking, bending and stooping; occasional light lifting and carrying of objects weighing up to 25 pounds; ability to travel to various locations on and off campus as needed to conduct district business.

**EMOTIONAL EFFORT:**

Ability to develop and maintain effective working relationships involving interactions and com­munications personally, by phone and in writing with a variety of individuals and/or groups from diverse backgrounds on a regular, ongoing basis; ability to work effectively under pressure on a variety of tasks concurrently while meeting established deadlines and changing priorities.

**WORKING CONDITIONS:**

Primarily business office environment; subject to frequent public contact and interruption; inter­mittent exposure to individuals acting in a disagreeable fashion; may work at any district location or authorized facility with occasional evenings and/or weekends on an as-needed basis. Occa­sional local travel may be requested.