

IMPERIAL COMMUNITY COLLEGE DISTRICT

CLASS TITLE: COMMUNICATIONS AND GOVERNMENTAL RELATIONS OFFICER

BASIC FUNCTION:

Under the direction of the Superintendent/President, create and implement the District's governmental relations, marketing, and communications program including public affairs and legislative advocacy, public information, media and community relations, advertising and recruitment, crisis communication, District publications, campus signage, customer service and public events.

REPRESENTATIVE DUTIES:

1. Monitor and report on national and state legislation affecting community colleges. Develop, implement and promote strategies to advance District initiatives to legislators, elected officials, officers and staff of other governmental and community agencies, and other internal and external constituencies. *E*
2. Cultivate relationships and effectively advocate District interests with local, state, and federal elected and appointed government officials and the California Community Colleges Chancellor's Office. Serve in a leadership role for the San Diego Imperial Counties Community College Association. *E*
3. Facilitate District involvement in regional and statewide organizations and coalitions focused on legislation, economic development and communications/marketing. *E*
4. Assist the Superintendent/President and executive staff with executive communications. Advise the Superintendent/President regarding public and internal community relations issues. *E*
5. Serve as official District spokesperson, act as the District's primary liaison with the news media, and direct the preparation and dissemination of news releases. *E*
6. Establish rapport and relationships with area newspapers and other mass media outlets. Prepares media campaigns for newspapers, radio, and television. Writes external and internal news releases, articles, speeches, and reports as necessary. *E*
7. Develop, implement and direct District-wide public information, media relations, marketing, and social media strategies and activities. Responsible for brand building; the planning, development and production of in-house promotional materials including credit and noncredit course schedules and annual report; and the organization of district promotional activities such as dedications, grand openings, recruitment and promotional activities. *E*

8. Develop and maintain internal and external communications designed to keep District employees and the general public informed of District events and accomplishments. *E*
9. Develop and maintain the content of the District website. Utilizing web analytics, work with institutional staff to maintain accuracy, currency, functionality and user-friendliness of the website. *E*
10. Serve as the district point of contact for information requests including those falling under the California Public Records Act (CPRA). Understand the CPRA and respond accordingly. Maintain records of CPRA requests. Develop and update Board policy and procedure for responding to public records requests. *E*
11. Direct crisis communications and communications related to emergency preparedness/planning. Serve as District Public Information Officer on the district Emergency Management Team. *E*
12. Select, train, supervise and evaluate assigned staff. Direct the work of staff, consultants, graphic artists, printers, photographers and others involved in projects and programs of the Office of Governmental Relations, Marketing and Communications. *E*
13. Develop and maintain campus signage/wayfinding systems and maps as needed and maintain accuracy of campus signage. *E*
14. Develop and administer the department budget. *E*
15. Perform related duties as assigned.

KNOWLEDGE SKILLS, AND ABILITIES:

Knowledge of:

- Principles and techniques of establishing and maintaining good public, community and media relations.
- Principles of marketing strategies and techniques.
- Principles and techniques of governmental relations.
- Legislative processes at the local, state and national levels.
- Principles and techniques of crisis communications.
- Principles and techniques of providing excellent customer service.
- Principles and techniques of preparing, producing and disseminating information.
- Principles and practices of supervision and training.
- Interpersonal skills using tact, patience and courtesy.
- Oral and written communications skills including correct English usage, grammar, spelling, punctuation and vocabulary.

- District organization, operations, policies and objectives.
- Modern office practices, procedures and equipment.
- Commitment to a comprehensive, student-oriented environment that facilitates learning and student development.
- Computer applications, including Contribute and Adobe Creative Suite.
- State Education Code, the California Public Records Act and other applicable laws.

Ability to:

- Plan, organize and implement an effective marketing and communications program for the College.
- Communicate effectively both orally and in writing with the media and others.
- Establish and maintain cooperative and effective working relationships with students, faculty, staff, representatives of the media, local agencies and organizations, vendors and the general public.
- Supervise and evaluate department staff, temporary employees and student workers.
- Analyze situations accurately and adopt an effective course of action.
- Work independently with little direction.
- Write and edit clear, concise, accurate and effective materials for public distribution.
- Meet schedules and deadlines.
- Work confidentially with discretion.
- Develop and control budget.
- Learn district and state regulations, policies and procedures.
- Understand and follow oral and written directions.
- Operate a variety of office equipment including a computer terminal.
- Maintain records.
- Operate a vehicle, observing legal and defensive driving practices.
- Demonstrate sensitivity to and understanding of diverse academic, socioeconomic, cultural, ethnic and disability issues.

EDUCATION AND EXPERIENCE:

Education and experience equivalent to a Bachelor's degree from an accredited institution with major course work in communication, marketing, public relations or similar field of study. Minimum of three years of responsible experience in public information, government relations and marketing; experience developing and implementing public information/public relations programs. Master's Degree and Accreditation in Public Relations (APR) preferred.

Demonstrate sensitivity to and understanding of diverse academic, socioeconomic, cultural, ethnic and disability issues.

LICENSES AND OTHER REQUIREMENTS

Valid California driver license.

Communications and Governmental Relations Officer / Classified Administrator / Range 6
Board Approved: 01/16/19

WORKING CONDITIONS:

Environment: Office

Physical Demands: Incorporated within one (1) or more of the previously mentioned essential functions of this job description are essential physical requirements. The ratings in the chart below indicate the percentage of time spent on each of the essential physical requirements.

Seldom—Less than 25 percent = 1 Often—51-75 percent = 3
Occasional—25-50 percent = 2 Very Frequent—76 percent and above = 4

Ratings	Essential Physical Requirements
3	Ability to work at a desk, conference table or in meetings of various configurations.
2	Ability to stand for extended periods of time and work outdoors.
4	Ability to sit for extended periods of time.
4	Ability to see for purposes of reading printed matter.
4	Ability to hear and understand speech at normal levels.
3	Ability to communicate so others will be able to clearly understand a normal conversation.
1 or 2	Ability to lift 50 pounds.
1 or 2	Ability to carry 50 pounds.
4	Ability to operate office equipment.

STATUS/RATIONALE

This is a classified administrator position. This position has direct responsibility for formulating and implementing policy regarding the public relations and marketing of the College and the District.