



DIRECTOR, OEI COMMUNICATIONS AND OUTREACH

DEPARTMENT: Technology
COLLEGE: Central Services
SALARY GRADE: [A2/A3 - I](#)

POSITION PURPOSE:

Reporting to the OEI Director of Strategic Planning and Operations, oversees all marketing, public relations and communications of the project; develops and implements a strategic marketing plan for the project by integrating functions of public information, public relations, advertising, publications, and media relations. Generates participation in the project through marketing activities and directs the production of all major project announcements; serves as the project spokesperson to the news media and to the community. Counsels the executive sponsor, the executive director and project management team on public relations and communication issues.

NATURE and SCOPE:

The Director of Communication and Outreach may supervise classified staff and contractors doing digital and print design, public relations, web design and program coordination.

The Director of Communication and Outreach is responsible for developing the budget for marketing, public relations and digital and print design. Serving as project spokesperson to broadcast and print media; assigning duties to classified staff; evaluating, hiring and evaluating staff. Developing specific marketing programs for individual project components; evaluating budgets and surveying the field to evaluate the effectiveness of marketing and communication campaigns. The Director is also responsible for supervising the project website and social media presence.

KEY DUTIES and RESPONSIBILITIES:

The following duties and responsibilities are typical but not limited to the following:

1. Develop and implement marketing and communication campaigns for the project and for specific components.
2. Supervise editorial and design staff/contractors to create an effective public relations program.
3. Oversee all major project communications; write, edit, budget, and direct their distribution.
4. Develop and maintain relationships with the pilot colleges, other colleges throughout the state, and educational institutions nationally through print and electronic media.
5. Develop contacts with members of the media, community, and political leaders.
6. Counsel the executive sponsor, the executive director and project management team on marketing and communications issues; implement major communication strategies that involve governing/ decision-making and constituency groups.
7. Support, implement, and promote compliance with the District's Diversity and Equal Opportunity Plan in all aspects of employment and education; encourage cultural and ethnic diversity in staffing, curriculum, programs, and services.
8. Perform related duties as assigned.

EMPLOYMENT STANDARDS

Knowledge:

1. Marketing communications, public relations, and advertising; news writing, editing and script writing.

2. Principles of journalism.
3. Printing, graphic design and web page administration.
4. Social media administration.
5. Working knowledge of all applicable laws and regulations such as the California Educational Code, Federal and State Labor Law.
6. Federal and State labor laws and State Chancellor's Office policies and procedures.
7. Budget and finance.
8. Computers: commonly used software and communication mediums.

Skills and Abilities:

1. Understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff.
2. Communicate effectively both orally and in writing, including writing complex proposals and producing written market-oriented material.
3. Leadership/ Management/Supervisory/Time management/Organizational/ Problem solving.
4. Interpersonal skills.
5. Presentation skills.

Education and Experience:

1. Bachelor's degree in journalism, marketing, public relations or other related field.
2. Two (2) years professional public relations, journalism or marketing communications work.
3. Photography, word processing, web design, social media and desktop publishing experience.
4. Professional writing and editing experience and extensive work with writers, photographers, web designers, graphic designers and printers.
5. Management of projects from start to finish.

Preferred Qualifications:

1. Marketing in a non-profit institution.
2. Experience in an educational institution.
3. Experience working with multicultural populations.
4. Experience working with legislators and legislative committees.
5. Experience in a "participatory governance" organization.

WORKING CONDITIONS:

Environment:

1. Typical office environment including mobile and connected interactions.
2. Subject to travel to conduct work.

Physical Abilities:

1. Hearing and speaking to exchange information in person and on the telephone and make presentations.
2. Dexterity of hands and fingers to operate a computer keyboard.
3. Vision sufficient to read various materials.
4. Sitting for extending periods of time.
5. Bending at the waist.
6. Lifting and carrying objects up to 20 lbs.

Date Approved: April 2015

Ed Code: H-11

Creditable Service: PERS