



DISTRICT COORDINATOR, PUBLIC AFFAIRS AND COMMUNICATION

DEFINITION

Under general direction, plans, develops, coordinates, and implements District-wide internal and external communications, public relations, legislative affairs, and public information programs on behalf of the Chancellor and Board of Trustees; serves as media spokesperson for the District; serves as managing editor for the District's website; assists the Chancellor in ensuring accurate, consistent, and clear communication among the colleges, District Office, Board of Trustees, and the public; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Chancellor. Exercises no supervision of staff.

CLASS CHARACTERISTICS

This is a coordinator class responsible for independently formulating and implementing public affairs and communications programs. The incumbent works on tasks that are varied and complex, requiring the use of considerable discretion and independent judgment in performing assigned work, or ensuring the efficient and effective functioning of an assigned program or operational area. Assignments are given with general guidelines and the incumbent is responsible for establishing objectives, timelines, and methods to deliver work products or services. Work is typically reviewed upon completion for soundness, appropriateness, and conformity to policy and requirements.

EXAMPLES OF TYPICAL FUNCTIONS (Illustrative Only)

- Plans, develops, coordinates, and implements internal and external communications, public relations, legislative affairs, and public information programs to strengthen and support relations with employees, community, business, media, and government stakeholders, and the public.
- Participates in the implementation of policies, procedures, and action plans for administering internal and external communications, public relations, legislative affairs, and public information programs.
- Coordinates internal and external communications coming from the Chancellor's Office and District including researching and recommending communication strategies and ideas and coordinating the design, content development and writing, and production of District-wide publications and marketing materials.
- Reviews communications developed and presented internally and externally to ensure accurate representation of the District.
- Gathers information pertaining to education, politics, local, state, and federal issues, and other areas impacting the District and California Community Colleges to prepare communications for the Board of Trustees and District stakeholders.
- Attends monthly Board of Trustee meetings; prepares and posts summaries of Board actions and discussions.

- Serves as the District's media spokesperson; cultivates relations with the news and media reporters; responds to information requests and interviews in a timely manner; writes press releases, posts to website, and distributes to media outlets to promote the District and its accomplishments.
- Serves as managing editor for the District's website by writing, copyediting, and proofreading content and coordinating with other staff to build reader interest and loyalty, reinforce consistent brand and design standards, and improve user experience and site performance.
- Serves as Public Records Coordinator; reviews, seeks clarification on, and interprets requests; coordinates gathering the requested information with appropriate departments and legal counsel; documents District responses; and ensures compliance with the California Public Records Act.
- Collaborates on and provides technical assistance to Foothill-De Anza Foundation staff on communications by reviewing and editing various communications such as grant applications, fundraising appeals, newsletters, and annual reports; drafts messages from the Chancellor for the Foundation.
- Oversees communication and maintains relationships with local legislators; coordinates legislative activities with other educational institutions as needed.
- Researches, organizes, and interprets information from various sources to create original content and communications for various audiences such as briefing papers, talking points, and presentations.
- Prepares Board of Trustees members for community and legislative events as needed.
- Plans, schedules, and organizes special events, workshops, informational seminars, presentations, and related activities.
- Conducts a variety of special projects on behalf of the Chancellor.
- Stays abreast of new trends and innovations in the field of communications, public relations, legislative affairs, and public information; monitors changes in laws, regulations, and technology that may affect college or District operations; implements policy and procedural changes as required.
- Performs related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles, practices, and techniques used in the implementation of an effective public affairs and communications program, including public relations, strategic communications, public information, and legislative affairs.
- Principles, practices, and procedures related to media relations, reporting, and journalism.
- Principles and practices of effective website design and layout.
- Different attributes and characteristics of various styles of writing, such as Associated Press style, and the appropriate adaptation of communication style for targeted audience.
- Advanced principles and practices of developing, writing, formatting, and editing creative content for internal and external web, social media, and print communications.
- Applicable federal, state, and local laws, rules, regulations, ordinances, and District policies and procedures relevant to assigned area of responsibility.
- Techniques and methods of data research, synthesis, organization, and interpretation.
- Record keeping and filing systems and methods.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Modern office practices, procedures, technology, and computer equipment and applications, including graphic print and web design software, word processing, database, and spreadsheet applications.

- Techniques for representing the District and providing a high level of customer service by effectively dealing with the public, students, and District staff, including individuals of diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation.

Ability to:

- Demonstrate 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.
- Develop, implement, and coordinate communications, public relations, legislative affairs, and public information programs, projects, and activities in an independent and cooperative manner, evaluate alternatives, make sound recommendations, and prepare reports.
- Write and edit clear, concise, accurate, and effective content for internal and external communications by adapting tone, voice and technique as appropriate for various audiences and vehicles.
- Plan, organize, and carry out assignments from management staff with minimal direction.
- Analyze, interpret, summarize, and present information and data in an effective manner.
- Interpret, apply, explain, and ensure compliance with applicable federal, state, and local laws, rules, regulations, ordinances, and District policies and procedures relevant to assigned area of responsibility.
- Maintain accurate databases, records, and files.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Effectively use computer systems, software, and modern business equipment to perform a variety of work tasks.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience which would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to graduation from an accredited four-year college or university with major coursework in English, journalism, communications, marketing, graphic design, or a related field and five (5) years of increasingly responsible experience in journalism, communications, public relations, or community/government relations, preferably in an institution of higher education.

Licenses and Certifications:

- Possession of, or ability to obtain, a valid California Driver's License by time of appointment.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various District and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. Standing in and walking between work areas is frequently required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification frequently bend, stoop, kneel, and reach to perform assigned duties, as well as push and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 10 pounds with the use of proper equipment. Reasonable accommodations will be made for individuals on a case-by-case basis.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances.

Salary Grade: C5-20

FLSA: Non-Exempt

EEO Code: H-30

Board Approved: April 2021