



ASSOCIATE VICE PRESIDENT, COMMUNICATIONS AND EXTERNAL RELATIONS

DEPARTMENT: President's Office

COLLEGE: De Anza

SALARY GRADE: [A2/A3 - K](#)

POSITION PURPOSE:

Reporting directly to the college President, the Associate Vice President of Communications and External Relations provides vision for, and plans and directs the strategic implementation of, successful internal and external communications and designated external programs and activities. The Associate Vice President oversees maximizing of current channels, vehicles and technological tools to provide services and information about the college's offerings, initiatives, goals, challenges and successes, and thereby the value of its focus on equity for historically underrepresented students, student success, and community engagement.

NATURE and SCOPE:

The Associate Vice President of External Relations serves as a member of College Senior Staff and provides leadership and oversight of all internal and external communications for the college, including website, social media, and print and digital collateral materials. Conducts media relations. Conducts outreach to internal and external stakeholders, including students, faculty, staff, auxiliary committee members, donors, community members, nonprofit organization representatives, public employees and elected officials. Represents the College and the College President as appropriate. Provides leadership to support, enhance and promote non-credit Community Education programs. Oversees designated technology operations to further interrelated college goals for student learning, information provision, districtwide collaboration and efficiency. Actively participate in, and chair as appropriate, college governance and operational committees and activities.

The Associate Vice President of External Relations supervises various administrative, supervisory and classified positions.

KEY DUTIES and RESPONSIBILITIES:

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

1. Lead and oversee all aspects of internal and external communications and external marketing, including website, social media, collateral, and major event planning and production.
2. Lead and oversee the strategic development of content and design for the website, digital and print public communications, and student recruitment and advertising vehicles and materials.
3. Conduct media, community and government relations for informational, promotional, positioning and reactive purposes.
4. Provide strategic communications counsel to President and other Senior Staff members.
5. Oversee internal and external informational and promotional campaigns.
6. Lead and oversee non-credit, externally focused Community Education programs; work collaboratively to expand and brand the programs for the college.
7. Lead and oversee appropriate technology-related operations to further student communications and interrelated student learning goals.
8. Serve as key senior staff member for accreditation.
9. Serve as Foundation liaison. Act as key participant in designated fundraising efforts.
10. Actively participate in, and lead as appropriate, college governance and operational committees and activities.
11. Develop and oversee budgets.
12. Supervise staff.
13. Perform related duties as assigned.

EMPLOYMENT STANDARDS

Knowledge:

1. Principles of communications, including crisis communications.
2. Principles of public relations, marketing and advertising.
3. Principles of journalism and media relations.
4. Local, state and federal government operations.
5. Working knowledge of all applicable laws such as the California Education Code and labor regulations.

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. Ability to hold both global and detail perspectives, with vision as well as the ability to implement.
3. Exceptional communications skills both orally and in writing.
4. Project management.
5. Leadership, management, supervisory, time management, organizational, and problem-solving skills.
6. Interpersonal skills.
7. Independent, sound judgment and discretion.

Education and Experience:

1. Master's degree in a related field.
2. One year of administrative experience, formal training, internship or leadership in any related field.

Preferred Qualifications:

1. Three to five years of experience in a related field.

WORKING CONDITIONS:

Environment:

1. Typical office environment.
2. Travel as appropriate.

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 Revised: September 2014

Ed Code: H-11

Creditable Service: PERS