



ASSOCIATE VICE PRESIDENT, COLLEGE AND COMMUNITY RELATIONS, MARKETING, AND COMMUNICATIONS

DEPARTMENT: Office of the President

COLLEGE: Foothill

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

POSITION PURPOSE:

Reporting to the college president and serving on the president's cabinet, provides overall direction, leadership and supervision of all college communications, and internal and external relations in building community, as directed in the college educational master plan. This position is responsible for strengthening communication and a sense of community as committed in the College's mission, and to expand participation from all constituencies in governance.

This position plans and directs college marketing, outreach efforts to students, and communications and community relations activities; promotes the college's service leadership initiative; leads management professional development for the administrative team; builds support for college-wide initiatives; and supports the college president as the chief of staff.

NATURE and SCOPE:

The Associate Vice President oversees communication on campus and within the community-at-large. With liaison with District Educational Technology Services (ETS), the position also serves as the college lead authority for technology organization, supervising college data integrity and the protection of sensitive information stored on district computers and is responsible for responding to security breaches, removing and securing sensitive information and informing students, the media and the public when such incidences occur.

The Associate Vice President of College and Community Relations, Marketing, and Communications supervises the Marketing Supervisor and Supervisor of Student Outreach and Career Technical Education (CTE) Transition. The Associate Vice President serves as ex officio on the Community and Communication Committee, and serves as the press liaison.

KEY DUTIES and RESPONSIBILITIES:

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

College Mission:

- Encourage student participation in leadership and activities outside the classroom (including service/work-based learning) that engages students with the College and the community, as part of the college's service leadership initiative.
- Ensure effective onboarding, support and professional development for administrators.
- Create opportunities for and encourage employee participation in leadership and activities that result in engagement with the College and community, by serving as the president's liaison with academic and classified senates.
- Create and promote processes for consistent and clear communication to support a more informed, cohesive, and engaged community.
- Create and promote decision-making processes that ensure fair representation of and input from the diverse needs of the entire college community, by assisting in the effective operation of the college-wide governance structure.

Communications and External Relations:

- Lead and oversee all aspects of internal and external communications and external marketing, including website, social media, collateral and major event planning and production.
- Develop annual goals for external relations; supervise and implement college marketing, media relations, and publicity campaigns and publications; supervise website and related technology.
- Develop annual budgets for marketing and communications.

- Counsel college president, deans and faculty and other key administrators on college marketing and public relations issues; implement major internal communication strategies that involve governing/ decision making and constituency groups.
- Interface with legislators, district chancellor, board members and other community leaders to carry out college and district governmental relations and legislative initiatives; create, organize, plan and direct legislative goals and activities for the college and district.
- Provide leadership and communications direction for major initiative such as bond information campaigns.
- Serve as college liaison to civic, community, and business organizations such as the city of Los Altos, town of Los Altos Hills, chamber of commerce organizations, service clubs, city officials, and local non-profit organizations.
- Provide direction and support to fundraising initiatives; serve as college liaison to the district Foundation.
- Supervise staff.
- Develop and oversee marketing, outreach, and communications budgets.

College Technology

- Supervise college technology needs and serve as primary interface between college and district technology organization; supervise and implement specific technology projects and direct teams of staff; serve as lead authority for the college.
- With liaison with District ETS, lead and oversee development of custom software solutions for college such as the curriculum management system and development of software supporting instruction such as the Student Learning Outcomes database system.
- Lead and oversee appropriate technology-related operations to further student communications and interrelated student learning goals.

Accreditation:

- Direct and supervise accreditation activities, communications and reports to the college's accrediting agency.
- Organize official college responses to the accrediting agency.
- Prepare and/or serve as lead for accreditation, annual, and self-study reports.

Performs related duties as assigned.

EMPLOYMENT STANDARDS

Knowledge:

1. Understanding of the local community.
2. Marketing communications, public relations, and advertising; news writing, editing and script writing.
3. Fund raising as they relate to non-profit, educational institutions.
4. Principles of journalism, media relations and crisis communications.
5. Project management.
6. Printing, graphic design and web page administration.
7. Working knowledge of all applicable laws and regulations such as the California Educational Code, Federal and State Labor Law.
8. Federal and state labor laws and State Chancellor's Office policies and procedures.
9. Community college governance, budgeting and finance.
10. 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, and problem-solving skills.
4. Interpersonal skills.
5. Presentation skills.

6. Multitask in an environment with numerous distractions.
7. Perform under pressure and in crisis situations.
8. Use sound judgment in representing the college to the media, crafting statements for the college and the district and in working with legislators.
9. Make sound budget decisions related to technology based on wide range of experience and vision for how that technology will be used.

Education and Experience:

1. Master's degree in a related field.

Preferred Qualifications:

1. Three to five years of experience working as a communications professional for a large organization.
2. Three years management experience in a community college setting.
3. Two years of personnel management experience.
4. Marketing experience in a non-profit institution.
5. Experience in a "shared governance" organization.

WORKING CONDITIONS:

Environment:

1. Typical office environment; 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: July 2000; Date Revised: September 2010; September 2018; July 2019
EEO Category: H11