



FOOTHILL-DE ANZA
Community College District

Office of Human Resources and Equal Opportunity Administrator Job Classification

ASSOCIATE VICE PRESIDENT, COMMUNICATIONS AND EXTERNAL RELATIONS

DEPARTMENT: President's Office

COLLEGE: De Anza

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

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 is responsible for optimizing the use of current communication platforms, digital tools, and outreach strategies to effectively share information about the college's programs, initiatives, goals, challenges, and accomplishments. This role plays a key part in articulating and advancing the college's commitment to equity for historically underrepresented students, student success, and community engagement.

NATURE and SCOPE:

The Associate Vice President of Communications and External Relations serves as a member of College Senior Leadership Team 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. Oversees designated technology operations to further interrelated college goals for student learning, information provision, districtwide collaboration and efficiency. Actively participates in, and chairs as appropriate, college governance and operational committees and activities.

The Associate Vice President of Communications and 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. Leads and oversees all aspects of internal and external communications and external marketing, including website, social media, collateral, publicity campaigns, and major event planning and production, in alignment with the college's mission, vision, and values.
2. Leads and oversees the strategic development of content and design for the website, digital and print public communications, and student recruitment and advertising platforms and materials.
3. Conducts media, community and government relations for informational, promotional, positioning and reactive purposes.
4. Manages media relations, including drafting press releases, coordinating interviews, and maintaining relationships with local, regional, and national media outlets.
5. Monitors federal, state, and local legislative as well as governance developments affecting community colleges and higher education to inform college leadership, communications, and advocacy.
6. Represents the college's interests before legislative bodies, regulatory agencies, advocacy organizations, and elected officials.
7. Organizes and facilitates legislative communications, visits, advocacy events, community forums, and campus tours.
8. Provides strategic communications counsel to the President and other Senior Leadership Team members.
9. Oversees internal and external informational and promotional campaigns.
10. Works collaboratively to expand and brand all programs for the college.
11. Leads and oversees appropriate technology-related operations to further student communications and interrelated student learning goals.
12. Creates and manages crisis communication protocols and serves as lead communicator during emergency situations.
13. Develops and maintains relationships with community leaders, business partners, and stakeholder organizations.

14. Leads in the production of all major planning documents for the college such as the Accreditation Self-Study, Strategic Plan, Educational Plan, Annual Report, and Fact Book.
15. Formulates policies and procedures, in conjunction with the district Public Information Office, as related to public information and community relations.
16. Manages the college's public information responses, through collaboration with the district office, in accordance with the Freedom of Information Act (FOIA) and California Public Records Act (CPRA).
17. Manages campus fidelity to the college style guide, brand images, logos, stationery, while ensuring proper spelling, grammar, print and online quality, accessibility, and consistency with the college's identity.
18. Creates opportunities for and encourages employee participation in leadership and activities that result in engagement within the college and the community.
19. Serves as Foundation liaison and acts as a key participant in designing and organizing campus fundraising efforts.
20. Actively participates in, and leads as appropriate, college governance and operational committees and activities.
21. Represents the college on a variety of community organizations, meetings, and boards.
22. Develops and oversees budgets.
23. Selects, trains, supervises, and evaluates staff.
24. Performs 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 and regulations such as the California Education Code, Federal and State Labor Law.

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.
8. Use of a wide variety of computer applications and social media technologies to produce brochures, newsletters, presentations, online presence, and campus communications.

Education and Experience:

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

Preferred Qualifications:

1. Three years of administrative experience at a community college.
2. Marketing experience in a non-profit institution.

WORKING CONDITIONS

Environment:

1. Typical office environment.
2. Travel as appropriate.
3. May require some evening and weekend responsibilities.

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; July 2019; July 2025

Ed Code: H-11

Creditable Service: PERS