



DIRECTOR, COMMUNICATIONS AND PARTNERSHIPS CVC-OEI

DEPARTMENT: Online Education Initiative

COLLEGE: Central Services

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

POSITION PURPOSE:

Reporting to the California Virtual Campus-Online Education Initiative Executive Director, the CVC-OEI Director of Communications and Partnerships provides vision for, plans, and directs the implementation of successful internal and external strategic communications to support the mission of the California Virtual Campus (CVC). Ensures timely completion and submission of reports as required by the California Community Colleges Chancellor's Office. The Director of Communications and Partnerships provides leadership to continuously advance CVC strategic objectives, vet new potential partnerships, and provides operational support and project management to sustain effective relationships with institutional partners and vendors.

NATURE and SCOPE:

The Director of Communications and Partnerships serves as a member of the CVC leadership and provides oversight of all internal and external communications for the initiative, including all marketing, public relations and outreach of the project; develops and implements a strategic marketing plan for the project by integrating functions of public information, public relations, advertising, print and digital collateral materials, project website, social media, and media relations; coordinates with external evaluator(s) to develop methods for communicating initiative progress and accomplishments to the public and stakeholders such as work groups, governance groups, and related constituencies. Generates participation in the project through marketing activities and directs the production of all major project announcements.

The Director of Communications and Partnerships supervises various administrative, supervisory, consultant, and classified positions. This is a grant/contract-funded position, dependent upon ongoing funding. It is a classified administrator position, and it does not have retreat rights to a faculty position; the position is subject to layoff if grant/contract funding is discontinued.

KEY DUTIES and RESPONSIBILITIES:

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

1. Lead all aspects of internal and external communications and external marketing, including websites, social media collateral, digital and print communications, promotional activities, workgroup, committee agenda-setting and event planning.
2. Coordinate organizational activities, materials and content to ensure consistent messaging regarding the project's vision and mission.
3. Support opportunities to partner with product vendors, other higher education institutions or initiatives.
4. Advise the management team and governance groups by evaluating and recommending potential products and partners that align with OEI strategic objectives and goals.
5. Respond to inquiries regarding project activities from CCC constituencies such as colleges, governance groups, CCC Chancellor's Office, and external evaluators.

6. Lead and oversee appropriate technology-related operations to further communications related to project goals.
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. Provide project management related to projects to further communications and strategic partnerships and grant project plan.
9. Provide access and training to partners/constituents to various dashboards and panels available through project.
10. Supervise staff.
11. Perform related duties as assigned.

EMPLOYMENT STANDARDS

Knowledge:

1. Principles of marketing communications, public relations, social media and advertising.
2. Website content editing, development
3. Principles of project management
4. Principles of journalism and media relations.
5. Working knowledge of all applicable laws and regulations such as the California Educational Code, and labor regulations.
6. Principles of governmental affairs, such as legislative process, State Chancellor's Office policies, and related procedures.

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. Exceptional communication skills 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. Effective, positive interpersonal and diplomatic skills.
5. Presentation skills, including public speaking and persuasion.
6. Ability to recognize opportunities and seek out innovative solutions.
7. Independent, sound judgment and discretion.

Education and Experience:

1. Bachelor's degree in a related field.
2. One (1) year of related administrative experience, formal training, or leadership in a related field.

Preferred Qualifications:

1. Master's degree in a related field.
2. Experience in a higher education institution or system.
3. Experience deploying successful communication strategies in support of multiple institutions, campuses or sites.
4. Experience working with multicultural populations.
5. Familiarity with issues related to public perception and promotion of online education.
6. Experience providing leadership to "participatory governance" bodies.

WORKING CONDITIONS:

Environment:

1. Typical office environment including mobile and connected interactions.
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 Approved: April 2015; Revised: May 2017; July 2019; March 2024

Ed Code: H-11

Creditable Service: PERS