

DIRECTOR, COMMUNITY AND GOVERNMENT RELATIONS/PIO

DEPARTMENT: Chancellor's Office

COLLEGE: Foothill-De Anza Community College District

SALARY GRADE: A2/A3-J

POSITION PURPOSE:

Reporting to the Vice Chancellor, Organizational Effectiveness and Engagement, the Director, Community and Government Relations/PIO, plans, organizes, directs and evaluates a variety of activities to develop and maintain a strong public image for the district and advances the goals and objectives of the district with local, regional, state and federal elected officials. Serves as media spokesperson for the district; serves as managing editor for the district's website; assists the Executive Leadership Team in ensuring accurate, consistent, and clear communication among the colleges, District Office, Board of Trustees, and the public; and performs related work as required.

NATURE and SCOPE:

The Director, Community and Government Relations/PIO, serves as a member of the Chancellor's Executive Leadership Team and provides leadership to plan, organize, and implement a comprehensive community and government relations program to support the district's vision, mission, strategic plan and enrollment and retention goals; directs effective internal, external, crisis, and emergency communications for the district; serves as the primary district government relations liaison at the local, state and federal level; serves as the district's primary public information officer and media communications professional and advisor; and provides leadership for the district website. The Director of Community and Government Relations/PIO, distinct from college-specific roles, provides districtwide strategic direction in support of community and government relations and legislative advocacy ensuring alignment across both colleges while focusing on initiatives that support the district's overarching goals and objectives.

KEY DUTIES and RESPONSIBILITIES:

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

1. Serves as a member of the Executive Leadership Team, advises leadership and the Board of Trustees on high-level institutional decisions and policy decisions; provides strategic communications, marketing and media counsel to the chancellor, Board of Trustees, and Executive Leadership Team; provides communication guidance for the Chancellor and others to maximize public support and to achieve district goals and objectives.
2. Monitors and evaluates legislative and regulatory challenges to the district; apprises Executive Leadership Team of pertinent legislative issues, external factors, and policy proposals and actions that could impact the district.
3. Serves as district legislative liaison before state and local bodies, Congress and federal agencies in support of institutional goals and objectives, including advocating for increased operational funding for the colleges and grant funding.
4. Collaborates with the Foothill College Office of Marketing and Public Relations, the De Anza College Office of Communications, and both colleges as a whole on the development and coordination of districtwide marketing and communication strategies to achieve organizational mission and goals. Provides strategic vision, leadership, and oversight for planning, developing, and implementing a comprehensive district marketing and advertising plan focused on promoting the district. Enhancing student recruitment and enrollment, and building strategic community partnerships through campaign development and execution, including print and digital collateral, digital, print, and radio advertising, graphic design, press releases, multimedia and video productions, asset development, social media, website creation and development, photography, and other methods.
5. Develops strategies to put forward interests of the district and counter external policy threats.
6. Plans, facilitates, and develops comprehensive communication strategies and message development and manages internal and external communications for the district, advising the Chancellor and others.

- Coordinates and directs districtwide communications and publications.
7. Works in collaboration with the Chancellor and Executive Leadership Team to develop and implement a state and federal legislative agenda and local community strategies to broaden the positive reputation of the district.
 8. Monitors news media for stories relevant to the district and higher education. Distributes timely and accurate information to media regarding services, employees, programs, and accomplishments. Serves as Public Information Officer for the district; develops and maintains effective relationships with the media, key community agencies and governmental organizations to obtain extensive news coverage and support of programs, departments, faculty, staff and students throughout the district.
 9. Develops and maintains a system of communication with and for district employees to keep them informed of major issues, decisions, plans, legislation, district events and accomplishments. Serves as writer and editor of several district publications, including newsletters, brochures, fliers and posters.
 10. Provides communications oversight for crisis management issues and emergency situation responses by coordinating with executive leadership, developing resolution strategies and effective crisis communications on behalf of the district; serves as the chief spokesperson for the district during emergencies; forecasts potential crises where possible, providing recommendations for prevention; directs effective media strategies in sensitive and/or emergency situations.
 11. Maintains the district's identity and branding initiatives to ensure brand consistency and protect the district's identity. Advises departments on district standards, style and format of website and marketing materials distributed to the internal and external community. Articulates the district's image and brand in the delivery of its marketing and communication messages.
 12. 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.
 13. Prepares Board of Trustees members for community and legislative events as needed.
 14. Monitors the accuracy and effectiveness of internal information, marketing and government relations and community relations programs to ensure the programs of the district and the colleges are in alignment.
 15. Analyzes community and college research data and pertinent government initiatives to develop recommended goals and objectives for the district's communications and public relations functions.
 16. Coordinates, prepares, and supervises the release of all official district and Board of Trustees news releases.
 17. Assists in the coordination of special events, such as tours and visits by dignitaries and public officials.
 18. Attends and supports a variety of meetings (e.g., monthly governing board meetings, district retreats, community events, evening meetings, etc.), facilitates meetings and ensures transparency of district public information.
 19. Represents the district at meetings of community groups, public events, presentations, meetings, and governmental committees as assigned by the Vice Chancellor to ensure that partnerships increase the reach of the district's organizational initiatives and programs.
 20. Engages constituents in a meaningful and transparent manner; improves operational awareness and information flow by eliciting input from all constituencies and openly communicating the Chancellor's priorities and decisions.
 21. Directs the preparation and maintenance of narrative and statistical reports, records and files related to assigned activities; collaborates with Central Services colleagues to produce speeches, presentations, articles, blogs, and other district publications.
 22. Conducts a variety of special projects on behalf of the Vice Chancellor, Organizational Effectiveness and Engagement.

EMPLOYMENT STANDARDS

Knowledge:

1. District organization, operations, programs, policies, procedures, philosophy, mission, goals and objectives.
2. Legislative process at the local, state, and national levels.
3. Leadership and managerial principles.
4. Marketing, communications, digital and print advertising, media and public relations strategies and methods.
5. Principles and practices of effective public, community and media relations.
6. Crisis response and crisis communications.
7. Emergency response and emergency communications.
8. Media management and interview skills.
9. Marketing tools including photography, design, writing, editing, internet, search engines, search engine optimization, digital media, and websites.
10. Privacy laws protecting students and employees.
11. Copyright law, freedom of the press and freedom of speech laws.

12. Different attributes and characteristics of various styles of writing, such as Associated Press style, and the appropriate adaptation of communication style for targeted audience.
13. Working knowledge of all applicable laws and regulations, such as the California Education Code, labor relations, accessibility requirements, and Brown Act legal requirements.
14. Oral and written communication skills, including public speaking techniques.
15. Principles and practices of administration, supervision and training.
16. Interpersonal skills using tact, patience and courtesy.
17. Campaign development and execution, including print and digital collateral, digital, print, and radio advertising, graphic design, press releases, multimedia and video productions, asset development, social media, website creation and development, photography, and other methods.

Skills and Abilities:

1. 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.
2. Analyze and evaluate sensitive situations accurately, using good judgment to determine public relations consequences and recommend effective courses of action.
3. 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.
4. 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.
5. Communicate effectively both orally and in writing.
6. Leadership and management skills.
7. Computer literacy, skilled in the operation of commonly used software, including Internet communication skills.
8. Organizational, time management, and problem-solving abilities.
9. Handle difficult and sensitive issues and problems and resolve conflicts.
10. Prioritize workload and conflicting demands.
11. Demonstrate presentation skills.
12. Provides strategic vision, leadership and oversight in planning, developing and implementing a comprehensive plan focused on elevating and promoting the overall profile of the Foothill-De Anza Community College District and its colleges among community and government leaders, external partners, and the greater community.

Education and Experience:

1. Bachelor's degree from an accredited institution in English, journalism, public relations, communications, marketing or a related field.
2. Five (5) years of increasingly responsible experience in journalism, communications, public relations, and/or community/government relations, preferably in an institution of higher education.

Preferred Qualifications:

1. Master's degree in a related field.
2. Experience working within a higher education institution.
3. Three years of experience in marketing, community or government relations and/or public affairs.
4. Experience deploying successful communication strategies in support of multiple institutions, campuses or sites.
5. Experience in team building and cross collaboration across multiple constituent groups to achieve project completion.
6. Evidence of leadership abilities within an educational, business, or government institution.
7. Experience working with elected officials, legislators, legislative staff, or committees.
8. Experience in developing markets and promotional strategies for products/programs.

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.

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