



**DIRECTOR, COMMUNICATIONS AND PARTNERSHIP DEVELOPMENT OEI**

**DEPARTMENT:** Online Education Initiative

**COLLEGE:** Central Services

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

**POSITION PURPOSE:**

Reporting to the Online Education Initiative Executive Director, the OEI Director of Communications and Partnership Development provides vision for, plans, and directs the implementation of successful internal and external strategic communications to support the mission of the Online Education Initiative. Ensures timely completion and submission of reports as required by the California Community Colleges Chancellor's Office. The Director of Communications and Partnership Development provides leadership to continuously advance OEI strategic objectives, vet new potential partnerships, and provides operational leadership to sustain effective relationships with institutional partners and vendors. Counsels the executive sponsor, the executive director and project management team on public relations and communication issues.

**NATURE and SCOPE:**

The Director of Communications and Partnership Development serves as a member of the OEI executive 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 elected officials, statewide leaders, governance groups, and related constituencies. Generates participation in the project through marketing activities and directs the production of all major project announcements; serves as the project spokesperson to the news media and to the community.

The Director of Communications and Partnership Development supervises various administrative, supervisory, and classified positions, and is responsible for managing designated budgets in support of assigned activities.

**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 websites, social media collateral, digital and print communications, promotional activities and event planning.
2. Oversee organizational activities to ensure consistent messaging regarding the project's vision and mission.
3. Develop and oversee budgets.
4. Seek opportunities to partner with product vendors, other higher education institutions or initiatives.
5. Advise the management team and governance groups by evaluating and recommending potential products and partners that align with OEI strategic objectives and goals.
6. Coordinate contract negotiations with external vendors for licenses, services, or products supporting the OEI.
7. Respond to inquiries regarding project activities from CCC constituencies such as colleges, governance groups, CCC Chancellor's Office, and external evaluators.
8. Lead and oversee appropriate technology-related operations to further communications related to project goals.

9. Interact with members of the media, community, and political leaders to conduct government relations for informational, promotional, positioning, and reactive purposes.
10. Counsel the executive sponsor, the executive director and project management team on marketing and communications issues; implement major communication strategies that involve governing/ decision-making and constituency groups.
11. 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.
12. Supervise staff.
13. Perform related duties as assigned.

## **EMPLOYMENT STANDARDS**

### **Knowledge:**

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

### **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 managing communication or business development for a non-profit institution or agency.
3. Experience in a higher education institution or system.
4. Experience deploying successful communication strategies in support of multiple institutions, campuses or sites.
5. Demonstrated experience developing partnership agreements, contracts, and negotiations.
6. Experience working with multicultural populations.
7. Experience working with elected officials, legislators, legislative staff, or committees.
8. Familiarity with issues related to public perception and promotion of online education.
9. 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

Ed Code: H-11

Creditable Service: PERS