

Barstow Community College District

JOB DESCRIPTION

POSITION: PUBLIC INFORMATION OFFICER

ASSIGNMENT:

Under the direction of the President, coordinates and implements the District's marketing, communications, Foundation, community-economic development and legislative advocacy services.

REPRESENTATIVE DUTIES:

- ▶ Works closely with the President, the President's Cabinet, College Foundation, and Marketing Committee.
- ▶ Maintains a high profile with District communities, public and private schools, colleges and universities, agencies, businesses and industries and local and state governments for the purposes of enhancing and maintaining positive, supportive and cooperative institutional relationships.
- ▶ Provides staff support and services to the District's Foundation. Demonstrates leadership in the areas of resource development and friendship raising. Coordinates annual Foundation capital campaigns. Establishes and maintains a financial accounting system and annual budget for Foundation Board of Directors. Maintains appropriate records of all contributions to the Foundation.
- ▶ Initiates, manages, and maintains positive media relations on behalf of the College. Prepares media campaigns for newspapers, radio, and television. Writes news releases, speeches, and reports as necessary.
- ▶ Provides staff support to the President in the area of community-economic development and growth.
- ▶ Tracks and analyzes legislation that may impact Barstow College. Advocates for the District with elected officials in support of legislation, capital projects and public policy issues.
- ▶ Coordinates District advertising; creates and prepares promotional materials such as advertisements, brochures, schedules, posters, and pamphlets as necessary. Manages college department requests for graphic and photography work.
- ▶ Serves as official College spokesperson to employees and media and represent the College at functions and meetings as necessary.
- ▶ Develops and manages the college-wide master event's schedule. Assists in the planning, execution and coordination of special events for all college constituent groups (e.g., master scheduling and event logistics, etc.).
- ▶ Develops goals and strategies for accomplishing assigned responsibility; actively

participates in college strategic and annual planning processes; develops personal professional development goals.

- ▶ Exhibits fiscal responsibility in the development and management of budgets; monitors spending and approves expenditures according to annual spending plans, performs budget revisions and prepares budget reports as needed.
- ▶ Supervises student and volunteer staff and coordinates special task forces and committees.
- ▶ Establishes and chairs advisory groups for College programs and services as necessary.
- ▶ Serves as campus evening supervisor on a rotational basis with other administrative personnel.
- ▶ Performs other work related duties as assigned.

QUALIFICATIONS

Knowledge of:

- ▶ Higher education, planning, marketing and fund raising, development campaigns, public relations, legislative advocacy and community-economic development.
- ▶ Not for profit tax exempt (501C3) organizational operations.
- ▶ Successful organizational leadership and team building skills.
- ▶ Budget development, implementation and monitoring.

Project management techniques.

Ability to:

Establish and maintain effective, positive, institutional relationships with all segments of the College and its community.

Use presentation, graphic, word processing and database or spreadsheet software effectively.

Communicate orally and in writing, clearly and accurately, complex and/or technical information to a wide variety of audiences.

Track pending state community college legislation, analyze its impact on the District, and provide appropriate timely intervention.

Develop and implement successful Foundation fund-raising activities and capital development campaigns.

Provide support activities which result in strengthened community-economic development and growth.

EDUCATION AND EXPERIENCE

Earned Bachelor's degree in public or business administration, media, law, journalism, marketing, fund raising or related fields. Three years experience or the equivalent in positions emphasizing communication skills in addition to, marketing, advocacy, fund raising and community-economic development work. Master's degree is preferred.

WORKING ENVIRONMENT

Environment:

Office environment is subject to constant interruptions. Travel to other locations to conduct college business may be required.

Physical Abilities:

Speaking and hearing to exchange information and make presentations; sitting and operating a keyboard to enter data into a computer terminal for extended periods of time.

CONDITIONS OF EMPLOYMENT

A full-time, 12-month, classified management position which will report to the Superintendent/President. Indexed to placement on the Management Salary Schedule - Manager II level. This position is subject to evening hours and weekends.

Board approved: 06/13/01