

Barstow Community College District

JOB DESCRIPTION

POSITION: DIRECTOR OF PUBLIC RELATIONS, COMMUNICATIONS, AND MARKETING

ASSIGNMENT:

Under the direction of the Superintendent/President, coordinates and implements the District's marketing, communications, advancement of community economic development and government affairs. Works closely with the President and college leadership team, the College Foundation, and the Enrollment Management Committee.

REPRESENTATIVE DUTIES:

- Develops, implements, and maintains the District's strategic communication and marketing plan.
- Provides staff support and services to the District's Foundation. Demonstrates leadership in the areas of resource development, budgeting, and friendship raising. Coordinates annual Foundation capital campaigns. Maintains appropriate records of all contributions to the Foundation.
- Coordinates District advertising and creates collateral material such as advertisements, brochures, schedules, posters, and pamphlets.
- Initiates, manages, and maintains positive media relations on behalf of the College. Prepares media campaigns for newspapers, radio, and television. Writes external and internal news releases, articles, speeches, and reports as necessary. Serves as the official College spokesperson.
- 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.
- Provides staff support to the President in the area of community-economic development and growth.
- 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.
- Works closely with the enrollment management team and other groups on campus.

- Serves as the District's photographer and approves images for use of the college's website and other promotional material. Manages college departments' requests for graphic design and photography work, and maintains photo archives.
- Develops and manages the college-wide events master schedule and calendar. Assists in the planning, execution and coordination of special events for all college constituent groups.
- Coordinates the development and maintenance of the District website and social media sites' design/content in collaboration with the Information Technology Department and web development staff.
- Exhibits fiscal responsibility in the development, monitoring, and management of budget.
- Supervises PIO staff, student workers, and volunteer staff.
- Develops goals and strategies for accomplishing assigned responsibility; actively participates in college strategic and annual planning processes; develops personal professional development goals.
- Serves as a member on various College committees and teams.
- Performs other work related duties and special projects as assigned by the Superintendent/President. Represents the District at functions and meetings as necessary.

QUALIFICATIONS

Knowledge of:

- Higher education, strategic communications planning, marketing and fundraising, 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.
- Effective oral and written communication skills.
- Methods and techniques of web content development, graphic design, and printing.
- 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.
- Interpret information and situations and make recommendations in accordance with applicable policies, regulations, and guidelines.
- Communicate orally and in writing, clearly and accurately, complex and/or technical information to a wide variety of audiences.
- Write in journalistic, public relations, and business communication styles.
- Develop and implement successful Foundation fund-raising activities and capital development campaigns.
- Track pending state community college legislation, analyze its impact on the District, and provide appropriate timely intervention.
- Provide support activities which result in strengthened community-economic development and growth.
- Use presentation, graphic, word processing and database or spreadsheet software effectively.

EDUCATION AND EXPERIENCE

Earned Bachelor's degree from an accredited institution in journalism, communications, public relations, marketing, or a related field is required. Three years of professional-level experience in public affairs, public relations, media relations, corporate communications, or journalism is required or the equivalent in positions emphasizing communication skills in addition to, marketing, advocacy, fund raising and community-economic development work. Master's degree and experience in higher education 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 President. Placement on the Management Salary Schedule at a Range 14. This position is subject to evening hours and weekends.

Board approved: