

EL CAMINO COMMUNITY COLLEGE DISTRICT

CLASS TITLE: DIRECTOR OF PUBLIC INFORMATION AND GOVERNMENT RELATIONS

BASIC FUNCTION:

Under the direction of the Executive Director of Marketing and Communications, plans, organizes and implements a comprehensive public information and government relations program for the District; ensures that assigned programs meet all applicable laws, regulations and District policies; serves as the District's representative and spokesperson to various news media, serves as the chief spokesperson of the College during emergencies; provides highly complex professional assistance to Superintendent/President's Office, and other management and District staff in areas of expertise; fosters cooperative working relationships with District division and departments, public, private, intergovernmental and regulatory agencies and the public.

REPRESENTATIVE DUTIES:

Public Information:

Plans, manages and implements District-wide strategy for strengthening relations with community, business, media, and government stakeholders.

Cultivates relations with the news and educational trade media; responds to information requests and interviews in a timely manner; develops editorials in media to promote District initiatives and policy positions; arranges and conducts meetings with editorial boards to secure support of District initiatives.

Coordinate and supervise all media relations for the college to ensure accurate and timely coverage of college events and news, utilizing newspapers, radio and television; serve as lead media spokesperson for the college; represent and act in the President's behalf to the media when appropriate.

Prepares position statements and media message points on major District issues and initiatives; coordinates spokesperson for interviews.

Assists in crisis management, liaise with El Camino College Police Department and other agencies, and serve as the key liaison to the media during campus emergencies.

Provide counsel to the President, Board of Trustees, administrators, faculty, staff and students regarding current and potential public relations, community relations, legislative and communication issues; Monitor issues, trends and events in the community, predicts consequences and advises the Superintendent/President on planned courses of action.

Government Relations:

Organize and direct the college's legislative efforts; develop and maintain an active, cooperative relationship and communication network with federal, state and local elected officials, their staff members and representatives of state organizations; seek support for College issues and funding from legislators and state organizations; represent the college at appropriate legislative and state organization meetings and hearings.

Research issues and develop position papers on legislative and related issues affecting the college; develop and implement programs to increase the college's voice in legislative activities and advocacy networks.

Serve as college community relations and protocol officer, including representing the college on local, state and national planning committees and boards; represent the college at various functions and activities.

In collaboration with other staff members, cultivates relationships with chambers of commerce, regional organizations, legislators, and community stakeholders to promote the District and its interests.

Assist in the coordination of external outreach efforts, and forge partnerships with key community-based organizes, community leaders, governmental entities and economic/business interests to maintain a visible and active presence on behalf of the College within its constituent communities.

Participates as a member of the College Advancement Team, working collaboratively to advance the mission of the College.

Develops and monitors program budget (s); forecasts additional funds needed; directs the monitoring of and approves expenditures; recommends necessary adjustments.

In advancement of the college and to promote community engagement, work collaboratively with athletics, facilities, campus police and other departments to coordinate filming and events held on campus by external groups.

Develops and implements goals, objectives, policies and priorities for assigned programs.

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Planning, organization and direction of the Public Information and Government Relations department.

Principles, practices and techniques used to conduct an effective public affairs program, including public relations, strategic communications and community/government relations.

Practices of researching program issues, evaluating alternatives, making sound recommendations, and preparing and presenting effective staff reports.

Principles, practices and procedures related to media relations, reporting, news writing, and pitching newsworthy stories.

Recent and ongoing developments, current literature, and sources of information related to public information and community relations.

Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures relevant to assigned areas of responsibility and to public higher education overall.

Techniques to effectively representing the District in contacts with governmental agencies, community groups, various business, professional, educational, and regulatory organizations, and with news media and the public.

Budget preparation and control.

Public speaking techniques.

Report-writing and record-keeping techniques.

Oral and written communication skills.

Principles and practices of administration, supervision and training.

Interpersonal skills using tact, patience and courtesy.

Operation of a computer and assigned software.

ABILITY TO:

Plan, organize and administer the processes and operations of the Public Information and Governmental Relations Department.

Plan, organize and implement comprehensive public information program, and legislative programs/plans.

Provide and coordinate information to District administrators, employees, the public and media regarding a variety of District programs, policies, events, and activities.

Work confidentially with discretion.

Communicate effectively both orally and in writing.

Interpret, apply and explain rules, regulations, policies and procedures.

Establish and maintain cooperative and effective working relationships with others.

Operate a personal computer with proficiency.

Analyze situations accurately and adopt an effective course of action.

Meet schedules and time lines.

Work independently with little direction.

Plan and organize work.

Prepare comprehensive narrative and statistical reports.

Direct the maintenance of a variety of reports and files related to assigned activities.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: bachelor's degree in public relations, journalism, English, communications or related field and three years increasingly responsible experience in public information or governmental relations work.

WORKING CONDITIONS:

Requires off-site travel.

Work under tight timelines.

LICENSES AND OTHER REQUIREMENTS:

Valid California Driver's license.

Administrator Salary Schedule Range 11

Board Approved: September 5, 2017