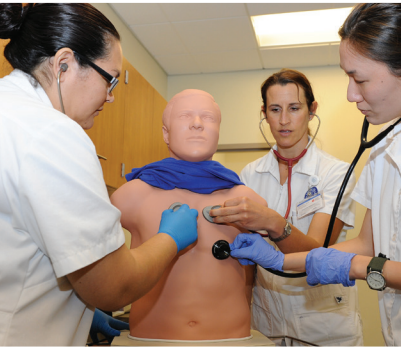




El Camino College

Director of Public Information and Government Relations



THE POSITION

Under the direction of the Executive Director of Marketing and Communications, the Director of Public Information and Government Relations is responsible for the planning, organization and implementation of a comprehensive public information and government relations program for the District. The Director of Public Information and Government Relations ensures that assigned programs meet all applicable laws, regulations and District policies; serves as the District's representative and spokesperson to various news media; and is the chief spokesperson of the College during emergencies. Providing highly complex professional assistance to the Superintendent/President's Office and other management and District staff in areas of expertise, the Director of Public Information and Government Relations also fosters cooperative working relationships with District divisions and departments; public, private, intergovernmental and regulatory agencies; and the community.

ABOUT EL CAMINO COLLEGE

El Camino College is situated on a beautiful and spacious 126-acre campus near Torrance, California. Located in Los Angeles County, just minutes from South Bay beaches, El Camino College is surrounded by high-tech industries including aerospace, logistics, multimedia and service corporations.

El Camino College is a vibrant learning community that has served the cities of El Segundo, Hawthorne, Hermosa Beach, Inglewood, Lawndale, Lennox, Manhattan Beach, Redondo Beach, and Torrance since 1947.

As a comprehensive two-year college, El Camino College serves approximately 25,000 students each semester. Students have access to excellent academic offerings, career and technical education programs, exceptional student services, new and technologically advanced classrooms, as well as tutoring and mentoring programs.

El Camino College provides many opportunities for students to succeed. Through the Honors Transfer Program, El Camino College transfers hundreds of students each year to four-year universities around the country. Top transfer institutions include UCLA, USC and UC Davis. El Camino College is regularly among the top five community colleges in Southern California for students admitted to CSUs, and the top ten for UCs. Students are also supported by an extensive scholarship program, with approximately \$600,000 awarded annually.

With the passage of general obligation bond measures in 2002 and 2012, the District has undergone a substantial transformation campuswide. Over the next 10 years, capital construction projects, as well as new initiatives to support student success, will strengthen El Camino College as a premier institution for teaching and learning.

DIRECTOR OF PUBLIC INFORMATION AND GOVERNMENT RELATIONS

Division: Public Relations & Marketing

Posting Closing Date: October 30, 2017

Req: C1718-023

Location: El Camino College

Position Type: Classified Administrator

REPRESENTATIVE DUTIES:

Public Information:

- Plans, manages and implements Districtwide 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.
- Coordinates and supervises all media relations for the College to ensure accurate and timely coverage of College events and news, utilizing newspapers, radio and television; serves as lead media spokesperson for the College; represents and acts on 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, liaises with El Camino College Police Department and other agencies; serves as the key liaison to the media during campus emergencies.
- Provides counsel to the President, Board of Trustees, administrators, faculty, staff and students regarding current and potential public relations, community relations, legislative and communication issues; monitors issues, trends and events in the community; predicts consequences and advises the Superintendent/President on planned courses of action.

Government Relations:

- Organizes and directs the College's legislative efforts; develops and maintains an active, cooperative relationship and communication network with federal, state and local elected officials, their staff members and representatives

of state organizations; seeks support for College issues and funding from legislators and state organizations; represents the College at appropriate legislative and state organization meetings and hearings.

- Researches issues and develops position papers on legislative and related issues affecting the College; develops and implements programs to increase the College's voice in legislative activities and advocacy networks.
- Serves as College community relations and protocol officer, including representing the College on local, state and national planning committees and boards; represents the College at various functions and activities.
- Collaborates with other staff members to cultivate relationships with chambers of commerce, regional organizations, legislators, and community stakeholders to promote the District and its interests.
- Assists in the coordination of external outreach efforts, and forges partnerships with key community-based organizations, 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.
- Works collaboratively with athletics, facilities, campus police and other departments to advance the College and promote community engagement by coordinating filming and events held on campus by external groups.
- Develops and implements goals, objectives, policies and priorities for assigned programs.
- Performs related duties as assigned.

REQUIRED QUALIFICATIONS

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 represent the District in contacts with governmental agencies and community groups; various business, professional, educational, and regulatory organizations; and 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 Government 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 timelines.
- 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

MINIMUM QUALIFICATIONS:

- 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.

COMPENSATION AND BENEFITS

SALARY RANGE: \$104,996 - \$121,728

- The College provides a diversified insured benefit program for all full-time employees, including medical, dental, vision and life insurance. Dependent medical, dental and vision insurance is available, toward which both the College and the employee contribute.
- Paid sick leave is granted equal to one day for each month of service. Sick leave may be accumulated indefinitely. Rather than State Disability Insurance, limited sick leave benefits are available for days beyond the earned sick leave days and are paid at 50 percent.
- Full-time employees contribute a percentage of their regular salary to either the State Teachers Retirement System (STRS) or to the Public Employees Retirement System (PERS) and Social Security.

CONDITIONS OF EMPLOYMENT

Full-time, 12-month administrative position. Excellent fringe benefits, including eight 32-hour work weeks during the summer. Employment is dependent upon satisfactory employment verification, fingerprint check, and tuberculosis examination. Selected candidate must provide identification and work authorization.

TO APPLY

An applicant must submit the following by the closing date:

1. Online application:
<http://www.elcamino.edu/administration/hr/employmentopportunities.asp>
2. Cover letter describing how applicant meets the qualifications.
3. Résumé including educational background, professional experience, and related personal development and accomplishments.
4. Pertinent transcripts as stated in the required qualifications. (Unofficial computer-generated academic records/transcripts must include the name of the institution and degrees awarded to be acceptable.) Multiple page transcripts must be loaded as ONE PDF document.

Foreign Transcripts: Transcripts issued outside the United States of America require a course-by-course analysis with an equivalency statement from a certified transcript evaluation service verifying the degree equivalency to that of an accredited institution within the USA. For information on transcript evaluation services, please visit:

<http://www.ctc.ca.gov/credentials/leaflets/cl635.pdf>.

Please Note: Documents submitted or uploaded for a previous position cannot be reused for other positions. You must submit the required documents for each position you apply for by the closing date. Failure to do so will result in an incomplete application. Applications with an incomplete status will not receive consideration. You may check the status of your application online.

Closing Date: October 30, 2017

INTERVIEW EXPENSES

Only individuals identified for FINAL interviews are eligible to have their expenses paid. Reimbursement will be limited to economy airfare (to and from point of origin) and for meals and lodging. The maximum allocated for meals, lodging and transportation is \$600. Candidate must complete a Travel Request and Reimbursement Form and submit it together with all supporting documentation to the Human Resources Department.

FOR FURTHER INQUIRIES AND APPLICATION MATERIAL SUBMISSION, CONTACT:

El Camino College
Human Resources Department
Pamela Jones
310-660-3593, Ext. 3478
pjones@elcamino.edu
16007 Crenshaw Boulevard
Torrance, CA 90506

The El Camino Community College District is committed to providing equal opportunity in which no person is subjected to discrimination on the basis of national origin, religion, age, sex (including sexual harassment), race, color, gender, physical or mental disability, or retaliation.

MISSION STATEMENT

El Camino College makes a positive difference in people's lives. We provide excellent comprehensive educational programs and services that promote student learning and success in collaboration with our diverse communities.

