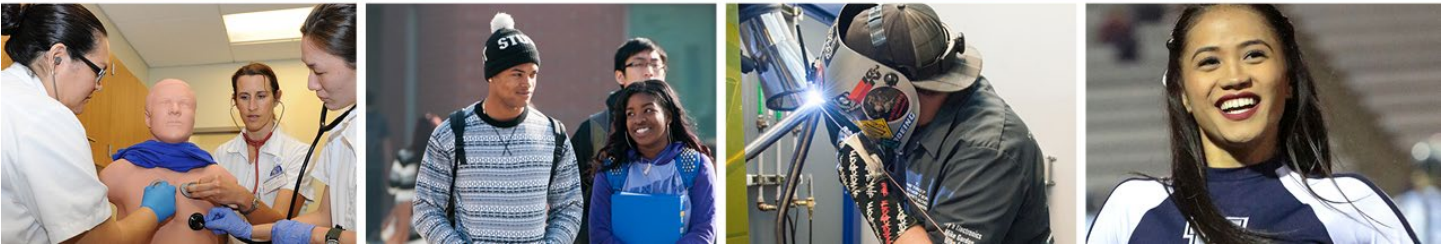




El Camino College

Director, 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.

ABOUT EL CAMINO COLLEGE

El Camino College (ECC) is situated on a beautiful and spacious 126-acre campus near Torrance, California. We are located in Los Angeles County, just minutes from South Bay beaches. Our community serves a diverse student population including new and re-entering students and those pursuing certificate, degree, and transfer goals.

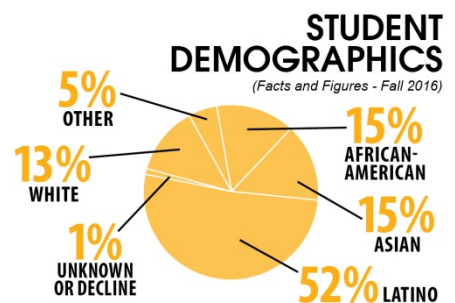
As a comprehensive two-year college, El Camino College serves approximately 25,000 students each semester, the majority of whom are from diverse populations. The ideal candidate will share ECC's commitment to educating its racially and socio-economically diverse student population including students with disabilities.

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 campus-wide. Over the next 10 years, capital construction projects, as well

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, equity and success in collaboration with our diverse communities.



as new initiatives to support student success, will strengthen El Camino College as a premier institution for teaching and learning.

DIRECTOR, PUBLIC INFORMATION AND GOVERNMENT RELATIONS

Division: Marketing and Communications

Posting Closing Date: April 15, 2021

Req: C2021-009

Location: El Camino College

Position Type: Classified Administrator

REPRESENTATIVE DUTIES

The duties of the Director of Public Information and Government Relations may include, but not be limited to, the following:

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.

REQUIRED 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.

KNOWLEDGE OF

Knowledge/Areas of Expertise:

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.

Abilities/Skills:

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.

Licenses or Other Requirements:

Valid California Driver's license.

WORKING CONDITIONS

Requires off-site travel.

Work under tight timelines.

CONDITIONS OF EMPLOYMENT

Full-time, twelve-month classified administrative position subject to a probationary period. Working hours are Monday through Friday 7:45 a.m. until 4:30 p.m. Excellent fringe benefits including eight 32-hour work weeks during the summer.

Offer and acceptance of employment is subject to verification of all information provided on the employment application, credential(s), and transcripts. Candidates selected for employment must agree to be fingerprinted, submit Certificate of Completion of the Tuberculosis Risk Assessment and/or Examination, provide proof of eligibility for employment in the United States, and present a valid Social Security card upon hire.

SALARY RANGE: \$109,524 Annually

TO APPLY

An applicant must submit the following by the closing date:

1. Online application: <http://www.elcamino.edu/jobs>
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>.

Applicants with disabilities requiring special accommodations must contact Human Resources at least five (5) working days prior to the final filing date:

https://elcamino.formstack.com/forms/reasonable_accommodation_requestform

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.

If you need assistance you may call 310-660-3593 Ext. 3807 between the hours of 8:00 a.m. and 4:00 p.m., Monday through Friday or by email at hr@elcamino.edu.

Due to the large volume of calls received on closing dates, we highly recommend that you **do not** wait until the last day to apply so that we may assist you with questions or technical matters that may arise. Give yourself sufficient time to complete the profile, which may take 45 minutes or more. Positions close promptly at 3:00 p.m. PST (pacific standard time).

Closing Date: Thursday, April 15, 2021 at 3:00 p.m.

** Previous employment performed in a different public retirement system may allow eligibility to continue in the same retirement system.*

BENEFITS

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.

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

Pamela Jones

310-660-3593, Ext. 3478

pjones@elcamino.edu

16007 Crenshaw Boulevard

Torrance, CA 90506

In accordance with the Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act, El Camino College has published Annual Security Reports and all required statistical data, which can be found on the Police Department webpage at www.elcamino.edu/about/depts/police/cleryact/index.aspx. These publications include Clery crime statistics for the previous three years relevant to El Camino College classes and activities, in addition to institutional policies concerning campus safety and security. The information is also available in printed form in the lobby of the Police Department and in select locations on campus. Upon request, the Campus Police Department can provide or mail out copies of this publication. Contact them at 310-660-3100.

El Camino College is an Equal Opportunity Employer

The El Camino Community College District is committed to providing an educational and employment environment in which no person is subjected to discrimination on the basis of actual or perceived race, color, ancestry, national origin, religion, creed, age (over 40), disability (mental or physical), sex, gender (including pregnancy and childbirth), sexual orientation, gender identity, gender expression, medical condition, genetic information, marital status, military and veteran status, or retaliation; or on any other basis as required by state and federal law.