

NORTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT JOB DESCRIPTION

Job Title:	District Director, Public and Governmental Affairs	Range: 25 (CL)	Management Schedule
Date Revised:		Date Approved:	July 1989
THIS IS A DESIGNATED CLASSIFIED MANAGEMENT POSITION SUBJECT TO A ONE-YEAR PROBATIONARY PERIOD			

PRIMARY PURPOSE

Under the direction of the Chancellor, this position is responsible for planning, organizing, directing and implementing the District's overall communications and external relations strategies, including public information and media relations, public affairs and community relations, marketing, and governmental relations/legislative affairs. This position is also responsible for the administration of the District's Printing and Design Department.

ESSENTIAL FUNCTIONS

Examples of essential functions are interpreted as being descriptive and not restrictive in nature.

1.	Directs the District's public information and media relations plans and strategies; coordinates communications with multiple mainstream and ethnic news media and the public; serves as the District's primary media and public information spokesperson; directs crisis communications and communications related to emergency preparedness/planning; assists the Chancellor and the Board of Trustees with executive communications; publishes and distributes a variety of District publications.
2.	Directs the District's public affairs and community relations plans and strategies; establishes networks, rapport and relationships with the communities in the District; establishes rapport and relationships with area newspapers and other mass media outlets, including those serving minority or non-English speaking communities; assists the Chancellor and the Board of Trustees in planning and implementing public affairs, community relations, and staff relations activities; advises the Chancellor and the Board of Trustees regarding public and community relations issues; administers special events and projects for the Chancellor and the Board of Trustees.
3.	Develops and implements Districtwide public relations and marketing strategies and activities; provides leadership to the colleges and the School of Continuing Education in developing marketing, advertising, promotional, and public relations activities and materials to support outreach, visibility, recruiting, and enrollment management strategies.
4.	Monitors and reports on pending legislation affecting community colleges; assesses legislative priorities and recommends a legislative program; serves as the legislative liaison for the District by cultivating relationships with state and federal elected and appointed government officials and the California Community Colleges system office and effectively communicates and advocates District interests.
5.	Plans, organizes and directs the overall administration of the District's Printing and Design Department; develops and implements plans and policies to facilitate and improve services and operations; reviews District publications for clarity of format and content and conformity to the District's printing and graphics standards.
6.	Develops and prepares the annual preliminary budgets for assigned programs; monitors and controls budget expenditures; directs the preparation and maintenance of detailed and comprehensive reports, records and files regarding programs, operations, and activities.

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7.	Organizes, attends, or chairs a variety of meetings as required; serves on committees and special projects as assigned; coordinates programs and services as appropriate with other District and college personnel.
8.	Trains, supervises, evaluates and directs the work of personnel as assigned; participates in selection and hiring processes.
9.	Plans, organizes and arranges appropriate training and staff development activities; provides orientation for new employees.
10.	Learns and applies emerging technologies and advances (e.g., computer software applications) as necessary to perform duties in an efficient, organized, and timely manner.
11.	Demonstrates sensitivity to and understanding of the diverse academic, socioeconomic, cultural, ethnic and disability backgrounds of community college students and staff.
12.	Performs related duties as assigned.

OTHER FUNCTIONS

In addition to the essential functions, the District Director, Public and Governmental Affairs may be assigned administrative responsibility for the North Orange County Community College District Foundation.

WORKING RELATIONSHIPS

The District Director, Public and Governmental Affairs maintains frequent contact with the news media, representatives from the community, business and industry, state and federal elected and appointed government officials, and District personnel.

EDUCATION AND EXPERIENCE

Required Qualifications

Possession of a bachelor's degree in communications, journalism, public relations, marketing, or related field from a regionally accredited institution.

Minimum of five years of experience in public relations, journalism, and/or communications; including experience developing and implementing public information/public relations programs.

Desirable Qualifications

Possession of an advanced degree in communications, journalism, public relations, marketing, or related field from a regionally accredited institution.

Public relations experience in higher education, preferably at a community college.

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of District organization, operations, policies and objectives

Knowledge and understanding of the philosophy, objectives and operations of a community college

Knowledge of local, state and national legislative processes related to community colleges

Knowledge of effective mass communication, advertising, and public relations procedures and practices

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Knowledge of and experience with social/digital communications
Knowledge of marketing strategies for mainstream and ethnic groups
Knowledge of correct English usage, grammar, spelling, punctuation, and vocabulary
Knowledge of budget preparation and maintenance
Knowledge of appropriate software and databases
Ability to direct an effective public affairs and communications program
Ability to develop and implement communication plans and strategies
Ability to establish relationships with the media, community and elected officials
Ability to write, develop and distribute news releases and promotional materials using journalistic style
Ability to represent the District to the media and effectively respond to citizen and media requests
Ability to exercise a high degree of judgment and discernment in dealing with the media
Ability to maintain a professional demeanor under stressful situations
Ability to communicate efficiently both orally and in writing
Ability to make clear and effective presentations
Ability to analyze situations accurately and adopt an effective course of action
Ability to work independently with little direction
Ability to meet schedules and time lines
Ability to plan, organize and prioritize work
Ability to interpret, apply and explain laws, regulations, policies and procedures
Ability to assess, analyze, implement and evaluate research project activities
Ability to understand and follow oral and written directions
Ability to supervise, train and provide work direction to others
Ability to establish and maintain effective working relationships with others

SPECIAL REQUIREMENTS

Valid California Driver's License

WORKING CONDITIONS

Office environment; subject to constant interruptions and frequent interaction with others; sitting for long period at a time (up to 2-3 hours); may require off-site duties and activities; requires frequent travel to other offices or locations to attend meetings or conduct work.
