



COMPTON COMMUNITY COLLEGE DISTRICT

DIRECTOR OF COMMUNITY RELATIONS

FLSA: EXEMPT

POSITION DESCRIPTION:

Under the direction of the college President/Chief Executive Officer, provide leadership and direction for community engagement, community relations, and alumni programs; plan, organize, control and direct college-wide marketing, community relations, legislative and public relations programs; work closely with the Foundation Board of Directors to develop and implement comprehensive programs to promote the image and financial welfare of the college; serve as principle administrative aide to the President, representing the President to internal and external constituencies, including the senior administrative leadership and the Office of the Board of Trustees, as required; in collaboration with other members of the senior administrative leadership, responsible for coordinating and guiding a wide range of topics in all aspects of college operations and external relationships; and serve as the initial point of contact for the various constituent groups, and provides internal coordination and leadership on district goals and objectives.

ESSENTIAL DUTIES/FUNCTIONS:

- Provide counsel to the college President/CEO, Vice Presidents, and others regarding present and potential public relations concerns and or opportunities for expanded community engagement. Assist with the expansion of cooperative partnerships with businesses, government agencies, and other organizations.
- Manage and coordinate the strategic agenda for the President/CEO, working with senior leadership to develop action plans, monitor projects, track status, coordinate communications, and ensure implementation of the President/CEO's directives and initiatives.
- Support the President/CEO in leading an effective senior management team through management of the team's project timelines and preparation of materials to advance discussions in governance groups and the senior leadership.
- Initiate appropriate consultation with constituent groups and coordinate communication and follow-up to ensure effective implementation of programs and initiatives.
- Direct and oversee the development of a comprehensive college marketing plan, a community relations program and a legislative plan.
- Coordinate and direct all marketing, community relations and public relations activities of the college; direct and oversee all college publications, including class schedules, college catalog news releases, brochures as well as the web site and related web pages; direct and coordinate college marketing, advertising and public relations campaigns.
- Supervise and approve the design, content, and production of all internal and external college publications (digital and print) with a marketing and public relations impact, including brochures, newsletters, posters, administrative job announcements, and flyers.
- 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 on the behalf of the President/CEO to the media when appropriate.
- Coordinate and direct all college marketing and community promotional activities to best represent the college to a variety of audiences in an effort to maintain and/or increase student

enrollment. Determine the appropriate mix of all media to promote and represent the College; direct and coordinate mass media advertising for the college.

- Coordinate and supervise editing of numerous college publications, including brochures, newsletters and publications; oversee the review of all college publications to assure quality production and accuracy;-direct and oversee the general operations of the Print Shop
- Develop and maintain the budget for the Department of Community Relations.
- Serve as Director of the Foundation for the Compton Community College District and assist with the operation of the Foundation, including providing professional leadership in the recruiting of board members, and providing staff support to the Foundation Board and its committees.
- Work closely with the President/CEO and senior leadership of the District to lead and expand the annual giving efforts of the Foundation and develop partnerships and events that promote community support for college programs.
- Provide support to college fundraising efforts directed at individuals, corporations, community organizations, and philanthropic foundations. Efforts may include but not limited to an annual campaign, capital campaign, direct mail, corporate and individual solicitation, planned giving proposals, scholarships, and special events.
- Assist with volunteer recruitment and management to support resource development programs.
- Develop promotional materials for Foundation activities; write and produce a variety of fundraising publications.
- May supervise other assigned areas or programs of the college.
- Serve on campus and District committees.
- Perform other related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

- Planning, organization and direction of a Community Relations.
- Community, government, marketing, and public relations activities.
- Media agencies, including newspaper, radio, television, and digital.
- Overall, design content and production techniques of marketing and public relations materials.
- 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.
- Applicable laws, codes, regulations, policies, and procedures related to California community college districts, including copyright regulations.
- Interpersonal skills using tact, patience, and courtesy.
- Operation of a computer and assigned software.
- Applicable federal, state, and local regulations and reporting requirements for the acceptance and disposal of charitable gifts.

ABILITY TO:

- Plan, organize, manage and administer the processes, operations and staff of the Department of Community Relations.
- Plan, organize, and implement comprehensive marketing, community relations, and legislative programs/plans.
- Maintain confidences and a strong sense of personal and professional integrity.
- Convey complex ideas in concise and comprehensible fashion under time constraints.
- Understand institutional history and negotiate organizational culture to promote the President/CEO's initiatives and goals.
- Understand existing and proposed policies, with respect to the details and consequences of implementation.
- Plan, organize, prioritize, delegate and review work in order to meet schedules and timelines.
- Write professional reports, speeches and correspondence.
- Communicate with a wide range of contacts within and outside the District with tact, professionalism, and courtesy, and in a manner that reflects positively on the Department and the District.
- Provide and coordinate information to administrators, employees, the public, and media regarding a variety of programs, policies, events, and activities.
- Coordinate and oversee the production and distribution of a wide variety of materials.
- Supervise and evaluate the performance of assigned staff.
- Work confidentially and 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.
- Analyze situations accurately and adopt an effective course of action.
- Meet schedules and deadlines.
- 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.
- Support direct resource development activities of the college and Foundation
- Adapt to and utilize emerging technology and fundraising trends.
- Work irregular hours, including weekends and/or evenings when necessary.

EDUCATION AND EXPERIENCE:

- Bachelor's degree from an accredited college or university in marketing, communications, public relations or a related field.
- Minimum of three years of management experience.
- Demonstrated ability to develop and maintain effective programs and services in a collegial atmosphere. Demonstrated strong interpersonal skills.
- Demonstrated sensitivity to and understanding of the diverse academic, socioeconomic, cultural, linguistic, disability, racial, and ethnic backgrounds of community college students, faculty, and staff.

DESIRABLE:

- Advanced understanding of and commitment to the President/CEO's administrative operating principles and values.
- Demonstrated understanding of the organization, administration, and management of an innovative institution of higher education or an institution or business of comparable size and complexity.
- Strong personal skills in listening to alternative points of view and development of solutions that are in the best long-term interest of the Compton College community.
- High level capacity for sound judgment, tact, diplomacy, and discretion.
- Superior skills in writing and oral communication, including editing for clarity and correctness.
- Experience in supporting fundraising activities for a non-profit organization; and understanding of endowments, investments, notes, mortgages, will, etc.
- Public relations and/or publications experience of a sufficient nature to demonstrate writing and verbal presentation skills.
- Experience in building trust-based relationships with other senior administrators, faculty, staff, governing boards members, and community representatives.
- Background in one or more of the following: strategic planning, organizational development, organizational planning, project management, or policy development/implementation.
- Use personal vehicle in the course of work, for which a monthly mileage stipend is provided.
- Travel on behalf of the College is required.

WORKING CONDITIONS

Work Environment

Duties are performed primarily in an office environment while sitting at a desk or computer workstation. Incumbents are subject to extensive contact with students, faculty, and staff with frequent interruptions, noise, and demanding timelines. Frequently involves working non-standard, evening, and weekend hours.

Physical Demands

Incumbents regularly sit or stand for long periods, travel short distances on campus on a regular basis, travel to various locations to attend meetings and conduct work, use hands and fingers to operate an electronic keyboard or other office machines, reach with hands and arms, speak clearly and distinctly to answer telephones and to provide information; see to read fine print and operate computer; hear and understand voices over telephone and in person; and lift, carry, and/or move objects weighing up to 25 pounds.