

IMPERIAL COMMUNITY COLLEGE DISTRICT

CLASS TITLE: DIRECTOR OF COMMUNITY AND MEDIA RELATIONS

BASIC FUNCTION:

Under the general direction of the Superintendent / President plan, organize, implement, maintain, and participate in an effective and proactive community and media relations program; positively showcase Imperial Valley College, its programs, staff and alumni; prepare and implement marketing plans and projects; serve as official spokesperson for the District; direct the internal advertising/public relations agency function; develop and maintain relationships between the District and the media, public officials, business and industry, and other community groups and organizations.

REPRESENTATIVE DUTIES:

Plan, organize, implement, maintain, and participate in an effective and proactive comprehensive community relations and public information program both on campus and with the external community at the District, state, and national levels; participate in management level decision making related to community and media relations programs and functions.

Gather, analyze, and utilize information, suggestions, and recommendations to develop and write position papers, speeches, proposals, and informational materials.

Conduct media relations in both English and Spanish and serve as official spokesperson for the District; initiate press contacts; respond to reporter inquiries and written informational survey requests; generate and issue press advisories and hold press conferences; maintain District credibility and image; communicate with District and public officials.

Provide information concerning programs and operations; represent the College at public ceremonies and community events; make presentations to business, civic, and professional organizations; serve on assigned committees, boards, and task forces.

Provide the College news bureau functions including the solicitation of information and the writing of press releases, feature stories, letters to the editor, news and public statements, public service messages, and related items; identify and write stories and copy for College publications.

Develop, coordinate, and implement advertising campaigns and marketing programs; purchase advertising space and time; produce camera-ready ads; develop campaign budgets; develop advertising and marketing themes.

Access computer-generated data to develop marketing plans and marketing themes; implement customized marketing initiatives to enhance general and targeted enrollments.

Supervise staff as assigned.

Plan, manage, and direct a variety of ceremonies.

Plan, coordinate, and implement special events.

Prepare and administer the program budget; monitor the expenditure of funds.

Conduct campus tours for visiting dignitaries and guests.

Perform related duties and responsibilities as required.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Operational characteristics, services, and activities of a community and media relations program.

Principles and techniques of preparing, producing, and disseminating public information.

Principles of establishing and maintaining effective media and community relations, including professional standards and ethics.

Journalistic writing techniques and communication content analysis.

Current trends and practices in marketing, public relations, and information dissemination.

Technical aspects of field of specialty.

Basic principles and practices of program development, administration, and review.

Interpersonal skills using tact, patience, and courtesy.

English and Spanish oral and written communication techniques and skills.

District organization, policies, procedures, and programs.

Modern office procedures, methods, and equipment including computers and applicable software applications.

Basic principles of budget development and management.

Principles and practices of fiscal, statistical, and administrative research and report preparation.

ABILITY TO:

Plan, organize, implement, and maintain an effective and proactive community and media relations program.

Understand and interpret the diverse programs and services of a community college.

Write and edit clear, concise, accurate, and effective informational materials and feature stories for public distribution in both English and Spanish.

Communicate effectively with both the English and Spanish media.

Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.

Access and analyze computer-generated enrollment data and trends to prepare marketing plans.

Analyze and evaluate marketing objectives, identify target audiences, and select and customize appropriate strategies and themes.

Work independently with little direction.

KNOWLEDGE AND ABILITIES: (CONTINUED)

ABILITY TO: (continued)

Evaluate the news value of District activities accurately.

Plan and organize work to meet schedules and timelines.

Train and supervise personnel as assigned.

Work confidentially with discretion.

Incorporate technology into work practices and plans.

Research, compile, assemble, analyze, and interpret data from diverse sources.

Maintain records and prepare reports.

Work with and exhibit sensitivity to and understanding of the diverse racial, ethnic, disabled, sexual orientation, and cultural populations of community college students.

Communicate clearly and concisely, both orally and in writing, in English and Spanish.

Establish and maintain effective working relationships with those contacted in the course of work.

EDUCATION AND EXPERIENCE: A Bachelor's degree (Bachelor's/ Master's preferred) from an accredited college or university with major coursework in Journalism, Communications, English, or a closely related field; five years experience in public information, media relations, or a related position involving the management of media relations with documented writing experience.

LICENSES AND OTHER REQUIREMENTS:

Prefer bilingual in English and Spanish.

Valid California driver's license.

WORKING CONDITIONS: Varies, but generally in an office environment.

PHYSICAL ABILITIES: Dexterity of hands and fingers to operate office equipment including a computer keyboard and peripheral equipment. Hearing and speaking to exchange information in person or on the telephone. Seeing to read and verify data and prepare various material. Sitting or standing for extended periods of time. Walking /riding to various District/community locations, meetings, or events.

HAZARDS: Driving a vehicle during potentially adverse weather conditions. Possible exposure to a variety of dangerous situations following college emergencies or disasters. Likely exposure to dissatisfied or abusive individuals.