POSITION PURPOSE

Reporting to the Chancellor, the position serves as the lead media spokesperson for the District; formulates and implements District public relations campaigns and District publications; assists the Chancellor in ensuring consistent and clear communication among the colleges, District Office, Board of Trustees, and the public; communicates Board of Trustees activities, actions, District issues, events, and accomplishments to employees; acts as the District's primary information officer; and develops front-page content and oversees, as managing editor, the District website.

NATURE and SCOPE

This is a confidential position. The Coordinator of District Communications supervises no other positions on an ongoing basis, but short-term projects may require hiring hourly staff.

The position is responsible for disseminating relevant District information to the colleges, employees, community, and media sources; handling news releases and media events; planning details; determining the best way to accomplish projects; establishing priorities; responding to inquiries; developing consistent responses; exchanging information; coordinating publications; assisting with research; and interpreting policies. Other decisions, such as the final approval of projects, reports, news release, newsletters, and correspondence under the Chancellor's signature; determining material for presentation to the Board of Trustees, are referred to a higher authority.

KEY DUTIES and RESPONSIBILITIES

1. Plan, organize, direct, and monitor the District public relations.
2. Serve as the District's lead media spokesperson.
3. Assist the Chancellor with communication to the Board of Trustees.
4. Prepare, edit, and publish all official District and Board of Trustees news releases.
5. Coordinate the production of publications for the District, including newsletters, brochures, fliers, etc.
6. Communicate Board of Trustees activities and actions.
7. Communicate District issues, events, and accomplishments to employees.
8. Establish and maintain positive relationships with local, regional, trade and national print, electronic and online news media, key community and public organizations and government officials.
9. Coordinate and direct all Chancellor's Office and Board events, including tours, visits by education officials, ceremonies, special presentations, and receptions.
10. Assist the Chancellor and members of the Board of Trustees in researching information and drafting speeches and preparing presentations.
11. Develop the front-page content of the district website.
EMPLOYMENT STANDARDS

Knowledge:
1. Communications, media relations, public affairs, marketing, and advertising.
2. Bay Area mass media and local, state, and national education press.
3. Computers: commonly used software and communication mediums.
4. Departmental procedures, practices and policies.
5. Applicable district policies and procedures, including District Board Policy.
6. California Education Code and other applicable government regulations, including Title 5.
7. Principles of the legislative and administrative decision-making process.
8. Desktop publishing preferred.

Skills and Abilities:
1. Demonstrate understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, cultural, disability, religious background and sexual orientation of community college students, faculty, and staff.
2. Communicate effectively both orally and in writing.
3. Superior written and oral communication skills.
4. Excellent reasoning and problem solving skills.
5. Complete complex tasks accurately and on time with minimum supervision and direction.
6. Work effectively with people of diverse socioeconomic and ethnic backgrounds.
7. Interpret and apply rules, regulations, policies, and procedures.
8. Represent and promote the interests of the district.
9. Handle difficult and sensitive issues and problems, and resolve conflicts.
11. Research skills.
12. Use computer and applicable software programs effectively.

Experience and Education:
1. Bachelor's degree in Journalism, Marketing, Communications, or a related field or an equivalent combination of education and experience from which similar skills, knowledge and abilities may be acquired.
2. Three years progressively responsible experience in Public Relations, Community Relations, Writing, Editing, and Marketing.
Working Conditions:

Typical office environment; subject to travel to conduct work; required to attend meetings and events outside of the normal workday.

Date Approved: November 8, 2001
Range: P-16
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