

DIRECTOR, PUBLIC RELATIONS AND MARKETING

GENERAL DESCRIPTION OF CLASS

Under direction of the superintendent/president, the director of public relations and marketing plans, develops, and implements communications, marketing, and public relations activities for the college, including but not limited to the development and implementation of an annual communications strategy and plan, institutional marketing, and public relations campaigns; serves as the college's public information officer; develops and implements internal and external communications, marketing, and public relations strategies; writes and issues press releases; distributes narratives and stories relating to college activities and achievements; directs and conducts community engagement activities and events; and develops measures to quantify communications, marketing, and public relations effectiveness.

REPRESENTATIVE DUTIES: The duties recorded below are representative of the duties of the class and are not intended to cover all the duties performed by incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related or a logical assignment to this class. The essential duties of the class are indicated with an asterisk *.

BASIC FUNCTION: The duties of this classification may involve performing the most technical and difficult tasks, requiring specialized or advanced skill in one or more areas of the work assigned. The duties below are not inclusive but characteristic of the type of work associated with the class. Individual positions may do all or some combination of the duties listed below as well as other related duties.

1. Provides leadership, sets goals, plans, implements, assesses, organizes, and implements objectives for the District's external relations including media, advertising, marketing, public information, and community relations.*
2. Administers, plans, and implements public information, marketing and information dissemination outreach, internal community and community relations programs to create and maintain a favorable image of the College and to keep the public informed of the District programs, courses, policies, activities and concern.*
3. Serves as the public information officer to represent the College to the community at large by developing and sustaining positive relationships with the media, elected officials, key stakeholders, local, state, and federal government, education, and corporate partners. This includes speaking on behalf of the superintendent/president when appropriate.*
4. Serves as the public information officer during the activation of emergency operations; confers with college administrators in the evaluation of sensitive communications; liaises with Butte College Police Department and other agencies; serves as the key liaison to the media; provides public safety information to students, faculty, staff, and the public.*
5. Assists the president/superintendent and the board of trustees in responding to and interacting with the news media, local elected officials and their staff, and the public at large.*
6. Coordinates and works with District research, planning, and development functions and identified opportunities to strengthen, through local research, outreach, and communications/marketing programs.*
7. Develops and implements the college's advertising and marketing plans to support outreach, visibility, recruiting, and enrollment management strategies. Consults with college divisions, departments, programs, and offices in developing marketing,

- advertising, website, and promotional and public relations materials. Approve the designs for all such materials.*
8. Partners with the District's web administrator to ensure proper placement of assigned webpages as well as updates to the District's homepage or relevant landing pages. Manages the college's social media platforms as strategic vehicles of communication, marketing and promotion.*
 9. Creates and maintains an accurate and up-to-date library of photography, fonts, and artwork used in official publications and promotions. *
 10. Maintains a thorough understanding of current laws and pending legislation in matters pertaining to communications, marketing, public relations, accessibility, and other issues that affect the College.*
 11. Monitors and reviews all local and national news coverage and social media mentions of the District; prepares and provides the superintendent/president with quarterly media reports to update the board of trustees; maintains accurate records of all news coverage; archives records and publications related to the area of assignment.*
 12. Coordinates all media relations to safeguard accurate and timely coverage of College news and events using a variety of sources to include social media, newspaper, radio, and television, including sharing newsworthy stories to gain coverage for the College to increase public awareness and protect the College brand.*
 13. Oversees written content for the College communication vehicles, including the website, social media, marketing campaigns, and all other digital and print communications.*
 14. Provides support to the superintendent/president and other members of the College as assigned on current and potential public relations, community relations, and communication issues.*
 15. Creates videos, commercials, and other marketing materials for digital ad campaigns, flyers, emails to internal and external stakeholders, and radio to promote the College.*
 16. Communicates information to the public and College staff, faculty, students, personnel and administrators regarding pertinent construction activities and emergency situations affecting the campus.*
 17. Assists in the development, preparation, and administration of the department's annual budget; participates in college-wide planning, including the assessment of public relations and marketing needs.*
 18. Develops design and communication guidelines and reviews external communication publications for conformity to guidelines; elicits support from faculty, staff, and administrators for related information and public relations opportunities. *
 19. Develops measures to quantify and qualify communications, marketing and public relations effectiveness to identify growth patterns and effective practices as well as areas for improvement.*
 20. Strategically plans, manages, and directs College marketing and public relations activities to increase student (traditional and non-traditional) enrollments.*
 21. May serve on a variety of District, local, and statewide committees.
 22. Coordinates and implements a variety of community engagement and public relations-related events including groundbreakings, ribbon cutting ceremonies, campus tours, and press conferences.*
 23. Manages and provides direct supervision to assigned classified, and supervisory staff; supervisory duties include instructing, planning, and assigning work, maintaining standards, coordinating activities, selecting and hiring new employees, acting on employee problems, and recommending employee discipline up to and including termination as appropriate and in accordance with the collective bargaining agreements

- (CBAs); evaluates the work of subordinates for completeness, accuracy, and compliance; mentors staff, offers advice, and guidance as needed. *
24. Ensures representation of Butte College's intersectional community in marketing and communication materials.*
 25. Establishes networks, rapport, and positive relationships with the communities in the District.*
 26. Interacts with diverse students and college constituencies in a wide range of situations requiring judgement, tact, and diplomacy.
 27. Initiates and maintains positive relationships with college constituencies, students, and the community.
 28. Performs other duties as assigned that support the overall functions of the position.

MINIMUM QUALIFICATIONS**EDUCATION/EXPERIENCE:**

- Bachelor's Degree* in communications, marketing, public relations or a related field; **AND**
- Four (4) years of increasingly responsible experience in public relations, communications, marketing and community development experience.
- One (1) year management and/or supervisory level experience directly related to the responsibilities in this class.
- Or, any combination of education and experience that would provide the required qualifications for the position.

*Bachelor's Degree education equivalency is a 1 to 1 equivalency, one year of responsible work experience related to the classification for each full year (24-30 units) of college.

DESIRED QUALIFICATIONS:

- Master's Degree in communications, marketing, public relations or a related field.
- Experience working at an educational institution within the area of Public Relations and/or Marketing.
- Excellent written and verbal communication skills and strong organizational skills being able to pay close attention to detail.
- Sensitivity to and an understanding of the diverse academic, socioeconomic, and ethnic backgrounds of staff, students, and the public.

CERTIFICATES, LICENSES, REGISTRATION, SPECIAL AND/OR OTHER REQUIREMENTS:

- Required to hold and maintain a valid driver license 'if and when' travel is required in the course of work.
- May be required to travel for various off-site meetings, trainings, conferences, and/or events in support of the overall objective of the position.

KNOWLEDGE, SKILLS, AND ABILITIES: (May be acquired through education, training and/or experience.)**Knowledge of:**

- District policies and procedures, Federal and state employment laws, regulations, codes, and ordinances related to employment and human resource management to include California Education Code and Title V as it relates to the area of assignment.
- Family Educational Rights and Privacy Act (FERPA).

- Current principles and practices of communications, marketing, and public relations.
- Planning, organization, and direction of a public relations and marketing department.
- Media relations and organizational communication strategies with a deep understanding of online, print, television, radio, and social media outlets.
- Broad knowledge of social media tools and social media environments.
- Practices and procedures involved in the preparation and dissemination of news and media releases.
- Public speaking techniques.
- Strong oral and written communication skills.
- Principles and practices of administration, supervision, and training.
- Knowledge of the California Public Records Act.
- Policy and procedure development and methods of implementation.
- Budget planning, administration, and oversight methods and techniques.
- Modern and sustainable office practices and procedures.
- Title IX, Title V, and equal employment opportunity practices, to include complaint processing, resolution, and tracking.
- Computer software programs, applications, databases, and Enterprise Resource Planning (ERP) systems; computer hardware and peripheral equipment related to the area of the assignment.
- Microsoft Office Suite (Word, Excel, Outlook, and PowerPoint).

Ability to:

- Plan, organize, develop plans and reports.
- Serve as a liaison and coordinate communications and information between the superintendent/president, other administrators, personnel, print and broadcast media, and the public.
- Develop, implement, and conduct media relations, strategic communications, marketing and awareness activities to enhance community understanding of College objectives, services and activities.
- Communicate effectively both orally and in writing.
- Analyze situations accurately and adopt an effective course of action.
- Implement supervisory techniques and practices.
- Meet schedules and timelines.
- Work independently with little direction.
- Ensure compliance with all laws, regulations, and policies through effective office supervision and leadership.
- Motivate and provide supervision and leadership to a diverse group of employees.
- Compile, organize, and use various financial information necessary in the preparation and administration of the department's annual budget.
- Prepare and generate a variety of clear, concise, and complex reports and appropriate recommendations.
- Prepare and deliver oral presentations.
- Independently apply good judgment in making sound and educated decisions.
- Understand and carry out verbal and written instructions and direction.
- Exercise problem-solving and critical thinking skills related to the scope of authority.

- Utilize computer software programs, applications, and databases; computer hardware and peripheral equipment related to the area of assignment.
- Maintain records accurately and with confidentiality, as required.
- Work with diverse students, staff, and community.
- Establish and maintain effective and cooperative working relationships with those contacted in the course of work.

RELATIONSHIPS WITH OTHERS:

The incumbents in this class are in daily contact with department, District faculty, staff, administrators, students, vendors, contractors, external agencies and organizations, the California State Community College Chancellor's Office, and the public, as needed.

SUPERVISION EXERCISED and/or RECEIVED:

The incumbent in this class provides supervision, work direction, and/or guidance to assigned managers, confidential and classified staff, student workers, student assistants, and/or short-term, temporary employees.

The incumbents in this class receive general supervision from the superintendent/president or other administrative superiors. Supervision is provided regarding interpretation and application of District, college, and/or department policies and procedures, applicable state and/or federal regulations. Work is usually performed independently and reviewed by supervisors as needed to ensure accuracy, completeness and compliance with practices and regulatory standards. Incumbents in this class follow policies and guidelines as outlined by the District, college and/or departmental procedures, policies, and directives.

PHYSICAL AND MENTAL DEMANDS:

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Physical Demands**

While performing the duties of this classification, the incumbent is regularly required to sit, walk, and/or stand, speak, or hear, both in person and by telephone. Use hands repetitively to finger, handle, feel or operate standard office equipment; reach with hands and arms; and occasionally lift and carry up to 25 pounds. Must frequently sit and/or stand for long periods of time; dexterity of hands and fingers to operate a variety of computer and office equipment. The incumbent may be required to bend at the waist, kneel and/or crouch; move about the college or District site(s). Specific vision abilities required by this job include close vision and the ability to adjust focus and view a variety of computer screens, printed documents, and instructions.

- **Mental Demands**

While performing the duties of this class, the incumbent is regularly required to use written and oral communication skills; read and interpret data, information and documents; analyze and solve problems; observe and interpret people and situations; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks; use math/mathematical reasoning; perform highly detailed work under changing priorities and deadlines on multiple concurrent tasks; work with frequent interruptions, and interact with District and/or college faculty, staff, management, administrators, students, educational institutions, and others encountered the course of work.

WORK ENVIRONMENT AND CONDITIONS:

- **Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The incumbent works under typical office conditions, and the noise level is usually quiet.

- **Working Conditions**

Work is performed primarily indoors where minimal safety considerations exist.

Butte-Glenn Community College District (BGCCD) IS AN EQUAL OPPORTUNITY EMPLOYER:

To accomplish this job successfully, an individual must be able to perform, with or without reasonable accommodation, each essential function satisfactorily. Reasonable accommodations may be made to help enable qualified individuals with disabilities to perform the essential functions.

Butte-Glenn Community College District is committed to creating a diverse workforce focused on equity, inclusion, and accessibility for all faculty, staff, administrators, managers, and students. The District is dedicated to building an environment that supports our diverse student populations providing opportunities to mentor, encourage, and prepare our students to be successful in the world and expose them to global perspectives. Our District community of professionals is devoted to enriching our students' lives by bringing to light a variety of ways to engage and discover their individual and collective paths through education.

BGCCD is committed to the principles of equal employment opportunity. It is the District's policy to ensure that all qualified applicants for employment and employees have full and equal access to employment opportunities and are not subject to discrimination in any program or activity of the District on the basis of ethnic group identification, race, gender, color, language, accent, citizenship status, ancestry national origin, age, sex, religion, sexual orientation, gender identity, parental status, marital status, veteran status, physical or mental disability or medical condition, or on the basis of these perceived characteristics.