

BUTTE-GLENN COMMUNITY COLLEGE DISTRICT

CLASS TITLE: DIRECTOR, PUBLIC RELATIONS AND MARKETING-CCC TECHNOLOGY CENTER

L170.300

BASIC FUNCTION: Under the general direction of the assigned administrator, improves the image and identity of the CCC-Technology Center and its associated grant initiatives and raises public awareness of their benefit to the CCC-Technology Center. This is accomplished through the establishment, management and delivery of high-quality communication standards, services and publications and products. Develops and implements long-range, comprehensive external and internal communication goals for public and media relations, marketing, publications and telecommunications outreach.

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 *.)*

- *1. Develops a community relations strategy to build upon the image and identity of the CCC Technology Center and related grant initiatives and to raise public awareness of its areas of excellence, innovation and benefits.
- *2. Develops the strategic planning and management of grant initiative events.
- *3. Develops the strategic planning for all grant initiative marketing, public relations, advertising and communications to inform the public, potentially new and current students, faculty, staff and the CCC community of activities, services and programs offered by the CCC Technology Center and related grant initiatives.
- *4. Serves as spokesperson for the CCC Technology Center when an appropriate subject matter expert is not available.
- *5. Promotes the CCC Technology Center in a consistent, positive manner to build and improve the brand of the CCC community.
6. Provides long-range program development to an emerging and improved CCC Technology Center communications and public relations office.
- *7. Serves as the primary information conduit for the CCC Technology Center in order to give/receive positive information that well-reflects the constituents served, the staff and faculty and the opportunities offered by the CCC Technology Center.
- *8. Acts as a communications liaison between the media and the CCC Technology Center to raise positive public awareness and recognize constituent and staff achievements.
- *9. Conducts media research; creates and maintains related media database.
- *10. Develops and implements long-range, comprehensive external and internal communication goals to be achieved through various public relations and marketing programs and campaigns.
- *11. Establishes high communication standards in graphic, editorial, photographic and telecommunications efforts across the CCC Technology Center and related grant initiatives and ensures cohesion, quality, cost-effectiveness and professional strength of publications, materials and presentations.
- *12. Assists with the development of various front line and public outreach documents as appropriate, including but not limited to publicity releases, newsletters, direct mail pieces, electronic, Internet home pages, etc.
- *13. Oversees the production of various publications; works with printers and other vendors as required.
- *14. Coordinates the collection and maintenance of quality, timely photographs; coordinates photos and maintains a digital photo library.
- *15. Coordinates displays at CCC community events to promote the CCC Technology Center and its services.
- *16. Works with other CCC Technology Center personnel to coordinate grant initiative communications.
- *17. Acts as communications advisor to support grant initiative marketing, promotional and publicity activities and to assist in the planning and coordination of key grant initiative special events.
- *18. Develops and manages a master events schedule.
- *19. Establishes a cooperative communications network internally and externally to ensure the rapid, efficient and relevant exchange of information that fosters partnerships and enhances identity and image.
- *20. Prepares and submits annual communications program budgets.
- *21. Evaluates and takes action to improve the effectiveness of the organizational structure, policy framework and operational procedures of the CCC Technology Center Public Relations and Marketing Office. Evaluates marketing and public relations programming and related expenditures to ensure compliance with objectives, standards and budgetary restrictions.
- *22. May supervise professional and clerical personnel to ensure that program objectives are met. Projects staffing needs; supervisory duties may include assigning and reviewing work; maintaining standards; coordinating activities; selecting new employees; acting on employee problems and recommending employee disciplinary action and discharge as appropriate.
- *23. Performs various other administrative tasks as required in the management and supervision of the CCC Technology Center Public Relations and Marketing Office, including attending meetings, reviewing reports, entering data on the computer, etc.
- *24. Ensures the completion of accurate and timely reports as required.
25. Serves on a variety of District committees as requested.
26. Performs related work as required.

MINIMUM QUALIFICATIONS:**● EDUCATION AND EXPERIENCE:**

- Bachelor's Degree in media/communications, public information/relations, marketing or a related field or the equivalent*; **AND**.
- Five (5) years of experience in a position directly related to the responsibilities of this classification.

* *Bachelor's Degree education equivalency equals two (2) years of increasingly responsible work experience for each full year (24-30 units) of college.*

● CERTIFICATES, LICENSES, REGISTRATION AND OTHER REQUIREMENTS:

- Maintain a valid driver's license throughout duration of employment with the District.
- Travel will be required.

DESIRABLE QUALIFICATIONS:

- A Master's Degree in media/communications, public information/relations or marketing.

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

Knowledge of: District policies, rules, regulations and procedures; proper development of publications; laws and ordinances pertaining to the specific responsibilities of the position; modern office practices and technology; principles and practices of effective management and supervision techniques and styles; analysis and evaluation of programs and services; effective interpersonal communication skills; modern technology affecting public relations and marketing techniques; effective computer usage and its associated hardware and software; desktop publication techniques and various associated software packages.

Ability to: effectively apply District policies, rules, regulations and procedures and those of the CCC Technology Center; determine marketing and public relations needs and to develop strategic plans and campaigns to meet those needs; motivate and provide leadership and supervision to a diverse team of employees; use a wide range of office information technology; utilize desktop publication software; compose publicity materials and correspondence; design attractive, informative and effective publications; be an effective public speaker; conduct research as required; plan, implement, direct and control multi-faceted projects; analyze administrative problems and prepare comprehensive, clear and concise reports and recommendations; make sound, educated decisions; maintain records accurately and with confidentiality as required; perform difficult and responsible clerical work with speed and accuracy; operate computers and related equipment with ease; utilize keyboarding skills commensurate with the required functions for this position; compose complex reports and correspondence; keep records and prepare reports and spreadsheets; demonstrate work to others; work independently with an emphasis on detail management; complete work assignments according to established deadlines; maintain and follow schedules and calendars; use effective problem solving skills; understand and follow oral and written directions; establish and maintain cooperative relationships with the media and others contacted during the course of work; make necessary mathematical calculations rapidly and accurately; organize and use various financial information necessary in the preparation of the departmental budget; control and monitor budget expenditures and resource development; demonstrate sensitivity to, and respect for, diverse populations.

WORK DIRECTION, LEAD AND SUPERVISORY RESPONSIBILITIES:

Provides leadership and supervision to assigned professional and clerical personnel.

PHYSICAL EFFORT:

Normal office environment.

CONTACTS:

Faculty, staff, administrators, students and the general public.

WORKING CONDITIONS:

Normal office environment.

NOTE: THIS CLASS IS EXEMPT UNDER FLSA PROVISIONS.

Butte-Glenn Community College District is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, Butte-Glenn Community College District will provide reasonable accommodation to qualified individuals. Butte-Glenn Community College District encourages both incumbents and individuals who have been offered employment to discuss potential accommodations with the employer.