

DATE: JANUARY 2020
FLSA: EXEMPT
SALARY: W
CBA DESIGNATION: CLASSIFIED MANAGEMENT

RIVERSIDE COMMUNITY COLLEGE DISTRICT
EXECUTIVE DIRECTOR, EXTERNAL RELATIONS AND STRATEGIC COMMUNICATIONS

BASIC FUNCTION: Under the direction of the area administrator, serves as the District Public Information Officer (PIO)/spokesperson; implements and coordinates a Districtwide program of government and community relations activities; and directs marketing efforts and public information on behalf of the District Office and its colleges to local, state and federal policy makers, government relations officials, District and college leadership, external stakeholders, foundations and the general public.

SUPERVISES OR PROVIDES LEAD DIRECTION TO: Assigned District personnel and staff.

REPRESENTATIVE DUTIES:

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

1. Directs the day-to-day operations of assigned department to achieve maximum impact with various District, regional, and intergovernmental constituencies; develops and manages government relations and communication strategies to promote District goals and strategic plans.
2. Serves as the primary District spokesperson and builds and maintains relationships with local and regional media to respond to inquiries; oversees news releases and arranges media interviews; releases public service announcements; and establishes and maintains effective media relations.
3. Develops and implements Districtwide internal and external communication programs in support of campaigns, outreach programs, capital investment projects, and government, legislative and media relations to meet District goals.
4. Provides supervision and direction to assigned District staff; assigns, directs and evaluates the performance of all direct reports; establishes goals and objectives for assigned areas of responsibility in alignment with strategic plans and administrative program review.
5. Performs project management, program development, and advocacy and coalition building in order to reach, serve, and engage external constituencies.
6. Coordinates consistent marketing messages, branding and styles throughout District/college-related campaigns and initiatives; directs the creation of training and/or advocacy materials, and provides or directs training of staff in the presentation of these materials.
7. Collaborates with various District divisions to develop marketing and communications plans; ensures that communication content supports District strategic plans necessary to further organizational goals.
8. Collaborates with the executive District leadership and other pertinent District personnel to ensure external relation practices are compliant with applicable federal, state, and/or local laws, regulations, standards, and guidelines.
9. Presents and explains District policies, projects, and procedures with elected officials, stakeholders, and consultants.
10. Assists in the evaluation of relevant District policies and procedures; and works with District staff to develop policy goals and objectives through the compilation of relevant data in support of recommendations.
11. Researches and originates complex media or digital program topics; develops and oversees execution of

media strategies across all mediums (traditional press, social media, video production, print publications, etc.) and measures effectiveness of media and marketing campaigns.

12. Performs other duties, related to the position, as assigned.

EDUCATION AND EXPERIENCE: A bachelor's degree in political science, public policy, journalism, law, communications, public relations, marketing or related field from an accredited institution; and five years of increasingly responsible experience in government relations and public information, two years of which were in a supervisory capacity.

A master's degree in the above listed fields is preferred. Two years of higher education or public sector experience in the above listed areas, including crisis and advocacy communications with elected officials is also preferred.

LICENSES/CERTIFICATIONS REQUIRED: A valid driver's license.

KNOWLEDGE OF:

1. Planning and resource development for priority programs
2. Proposal development and project management processes for educational institutions.
3. Federal and state legislation processes, including principles and practices of funding sources, budget preparation and administration.
4. Data collection and analysis principles, training methods, programs and techniques.
5. Best public relations practices to promote District or college programs, initiatives, activities, community engagement, public information, marketing or governmental outreach.
6. Principles and practices of research and strategic planning, and methods of analysis and assessment of District programs.
7. The interrelationships of local, regional and state constituencies and District business practices.
8. Principles of staff supervision, training, and performance evaluation.

ABILITY TO:

1. Manage large and complex assignments which may include controversial and/or politically sensitive issues or content.
2. Maintain an understanding of current legislative, public relations and communications ideas, trends, rules and regulations, and integrate them into campaign or program initiatives.
3. Maintains in-depth understanding of the District's vision, mission, goals and strategic objectives, issues of concern and its infrastructure.
4. Understand and communicate the District's structure and operations, relevant public policy issues, funding or state bond measure information.
5. Perform advocacy and crisis communications to the public, elected officials, and/or internal and external stakeholders
6. Serve as a consultant to various District divisions regarding public relations and marketing aspects of the department's programs.
7. Interpret and respond to pending and proposed legislation to include developing and drafting effective position statements.
8. Review, analyze and/or summarize data, report findings, interpret results and/or make recommendations.
9. Cultivate professional business partnerships and team collaboration and establish and maintain effective working relationships within government relations role and external relations work.
10. Deliver effective and engaging presentations in a clear and logical manner.
11. Effectively prioritize work under changing and/or pressing deadlines.

12. Communicate effectively with diverse constituencies and various audiences.

CONTACTS: Faculty, administrators, assigned staff, deans, vice presidents, presidents, vice chancellors, Chancellor, all District departments, community organizations, foundations, bargaining unit leadership, county agency program officers, local, state and federal agencies.

ENVIRONMENTAL ELEMENTS: Employee works in an office environment with moderate noise levels, controlled temperature conditions and no direct exposure to hazardous physical substances. Employee may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

OTHER: Must have evidence of sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of community college students (E.C. 87360a).

WORKING CONDITIONS: Normal office environment; and subject to travel. Travel may include locally to various district locations and other related agencies.

The Riverside Community College District is an equal opportunity employer and recognizes the need to provide reasonable accommodations to employees with disabilities. For more information, contact (951) 222-8039.

EXEMPT POSITION: This is an exempt position and is not subject to overtime.