

Director, Communication and Community Relations
Bakersfield College
Kern Community College District
JOB DESCRIPTION

Definition

Under the direction of the College President or designee, the Director, Communication and Community Relations, is responsible for implementing community and public relations strategies that advance the College's goals with key external and internal constituents. Represents the College to the community at large through the development and maintenance of relationships with key community groups, external agencies, and/or other interested parties.

Examples of Duties

1. Facilitate community relationships, through the office of the president, with businesses, industry partners, and non-profit organizations to advance the missions of the college in all of the communities the college serves.
2. Serve as key point of contact for neighboring businesses, institutions, residents and others in college served communities. Initiate and support opportunities for them to be engaged in college/campus life, engage them in college/campus issues or changes affecting them, and partner in addressing concerns.
3. Provide guidance to campus executives on communication, community relations and marketing issues. Compose, develop, and prepare oral and written communications for the campus leadership; confer with the President regarding communications in response to media relations needs.
4. Compose, develop and prepare for the dissemination of speeches, correspondence, talking points, announcements, and other oral and written communications for the President; confer with the President regarding and adjust communications in response to public relations needs; provide technical assistance to the President regarding public relations strategies, needs, and issues.
5. Serve as liaison to the Bakersfield College Foundation, working jointly to promote community relationships in all of the locations served.
6. Develop, implement, and maintain the College Communication Plan and establish and maintain internal and external communication networks for the College.

Examples of Duties (continued)

7. Determine the need for general campus and specific program marketing; create and initiate marketing and promotional campaigns to meet the needs of the general campus and specific programs.
8. Coordinate crisis communications and participate in campus safety planning efforts.
9. Act as campus spokesperson and coordinate various campus experts to speak with the news media.
10. Supervise Web, Graphics, and Media Relations staff to include prioritizing and assigning work; conducting performance evaluations; ensuring staff is trained; making hiring/ termination, and disciplinary recommendations.
11. In coordination with the Vice President, Student Learning, and Vice President, Student Services, supervise the design, preparation, content development and distribution of all campus publications, including the Course Catalog and Schedule of Classes.
12. Participates in the planning and allocating of the departmental budget, which includes monitoring spending, approving purchases, reallocating funds, and monitoring blanket purchase orders.
13. Develop and maintain good relationships with community media organizations.
14. Create and distribute news releases to all appropriate media, act as the liaison between faculty, staff, and media, arrange news conferences, television and radio appearances, and news interviews.
15. Manage college social media presence and effective use of social media tools for information dissemination and marketing.
16. Participate in management team assignments and activities as requested by the President of the College.
17. Perform other related duties and special projects as assigned by the President of the College.

Minimum Qualifications

- Bachelor's Degree from an accredited college/university or equivalent, preferably in communications, journalism, marketing, or a related field plus five years experience. Proof of significant experience in communication, community relations, marketing or media may be substituted for the degree requirement.

- Three years in directing media relations or community relations.
- A working knowledge of print and electronic media, ability to write and speak effectively, ability to work harmoniously with a wide variety of people, and have the knowledge of and commitment to the mission of the community colleges.
- Demonstrated sensitivity to and understanding of the diverse academic, socioeconomic, cultural, ethnic, and disability backgrounds of community college students and employees.

Knowledge and Abilities

Knowledge of:

- Practices, methods and procedures involved in developing, implementing and conducting community relations, strategic communications, marketing and awareness activities.
- Practices and procedures involved in the preparation and dissemination of news and media releases.
- Community relations practices, procedures, techniques and terminology.
- Broad knowledge of social media tools and social media environments.
- Policies, goals and objectives of College operations, programs and activities.
- Principles, practices and techniques involved in the research, organization, composition and design of news releases, newsletters and informational materials.
- Methods of collecting and organizing data and information.
- Oral and written communication skills.
- Budget preparation and control.
- Interpersonal skills using tact, patience and courtesy.
- Correct English usage, grammar, spelling, punctuation and vocabulary.
- Operation of a computer, desktop publishing equipment and assigned software.
- Record-keeping and report preparation techniques.
- Public speaking techniques.

Ability to:

- Develop, implement, and conduct media relations, strategic communications, marketing and awareness activities to enhance community understanding of College objectives, services and activities.
- Compose, develop, and prepare for the dissemination of speeches, correspondence, talking points, announcements, and other oral and written communications for the President.
- Research, organize, compose, and design press releases, newsletters, and informational materials for distribution to the local news media and publication in the community.

- Meet and confer with personnel, administrators, students, and the public to obtain and determine information for publication and promotion.
- Serve as a liaison and coordinate communications and information between the President, other administrators, personnel, print and broadcast media, and the public.
- Monitor legislature and activities affecting College operations and activities.
- Learn College organization, operations, policies and objectives.
- Prepare and deliver oral presentations.
- Operate a computer and assigned software.
- Analyze situations accurately and adopt an effective course of action.
- Work independently with little direction.
- Maintain records and prepare reports.
- Plan and organize work.

Knowledge and Abilities (continued)

- Meet schedules and time lines.
- Communicate effectively both orally and in writing.
- Establish and maintain cooperative and effective working relationships with others.

Working Conditions

Environment: Office

Licenses: Valid California driver's license.

Physical Demands: Incorporated within one (1) or more of the previously mentioned essential functions of this job description are essential physical requirements. The ratings in the chart below indicate the percentage of time spent on each of the essential physical requirements.

Seldom—Less than 25 percent = 1
Occasional—25-50 percent = 2

Often—51-75 percent = 3
Very Frequent—76 percent and above = 4

Ratings	Essential Physical Requirements
4	Ability to work at a desk, conference table or in meetings of various configurations.
3	Ability to stand for extended periods of time.
3	Ability to sit for extended periods of time.
4	Ability to see for purposes of reading printed matter.
4	Ability to hear and understand speech at normal levels.
4	Ability to communicate so others will be able to clearly understand a normal conversation.
2	Ability to lift 10 pounds.
2	Ability to carry 10 pounds.
3	Ability to operate office equipment.

Status/Rationale

This is a classified administrator position.

Signatures/Approval

(Employee's Signature)

(Date)

(Supervisor's Signature)

(Date)