

**Executive Director Government
Relations and Development
Bakersfield College
Kern Community College District
JOB DESCRIPTION**

Definition

The Executive Director reports to the College President and provides leadership, organizes and implements a comprehensive public and government affairs program for the College; ensures that assigned programs meet all applicable laws, regulations and District policies; provides highly complex professional assistance to the President's Office, and other management staff in areas of expertise; fosters cooperative working relationships with District division and departments, public, private, intergovernmental and regulatory agencies and the public.

The Executive Director plans, directs, and develops a comprehensive communication and development plan to advance the economic and workforce development initiatives of the College and the District and 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.

Example of Duties

1. In alignment with the College's strategic directions, plans, manages and implements strategy for strengthening relations with community, business, media, and government stakeholders for the purpose of advancing the image of the College in the community.
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 counsel to the College President regarding current and potential public relations, legislative and communication issues; monitor issues, trends, and events in the community, predicts consequences and advises the President on planned course of action.
4. Serve as liaison to the Bakersfield College Foundation, working jointly to promote community relationships in all the locations served.
5. Develop, implement, and maintain the College Communication Plan and establish and maintain internal and external communication networks for the College.

6. 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.
7. Coordinate crisis communications and participate in campus safety planning efforts.
8. Act as campus spokesperson and coordinate various campus experts to speak with the news media.
9. Supervise, organize, and evaluate MPR personnel, operations, budgets, and related services to ensure a high level of professionalism.
10. Participate in the planning and allocating of the departmental budget, which includes monitoring spending, approving purchases, reallocating funds, and monitoring blanket purchase orders.
11. Develop and maintain good relationships with community media organizations.
12. Manage the creation and distribution of 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.
13. Participate in management team assignments and activities as requested by the President of the College.
14. Develop and maintain partnerships with industry and business agencies to advance workforce development strategies.
15. Develop and strengthen legislative support for funding and program expansion in industry areas of focus.
16. Collaborate with community and government entities to develop and/or support new and ongoing initiatives for funding and development purposes.
17. Coordinate communications and with Chancellor's office to ensure visibility for joint initiatives.
18. Collaborate with District team on partnership and development initiatives to ensure alignment and coordination on outreach efforts.
19. Coordinate government and community outreach to support the President and Chancellor's initiatives.
20. Perform other related duties and special projects as assigned by the President of the College.

Qualifications

- Master's degree from an accredited educational institution or the equivalent.
- Five years of high-level management over advancement and development with results driven leadership and management in fundraising campaigns
- Demonstrated success in effective legislative advocacy and community outreach; excellent public relations, communications, and interpersonal skills.
- Experience in, and a commitment to, public education
- Strong analytical abilities to assess, plan and execute strategy that advances the mission and vision of the organization
- 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:

- Principles, practices and techniques used to conduct an effective public affairs program, including public relations, strategic communications, and community/government relations.
- Practices of researching program issues, evaluating alternatives, making sound recommendations, and preparing, writing, and presenting effective staff reports.
- Issues influencing higher education and workforce and economic development.
- Recent and ongoing developments, current literature, and sources of information related to public affairs and community relations.
- Techniques to effectively represent the District in contacts with governmental agencies, community groups, various business, professional, educational, and regulatory organizations, and with news media and the public.
- Principles and practices of administration, supervision, and training.
- Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures relevant to assigned areas of responsibility and to public higher education overall.

Ability to:

- Manage people and processes, to work as a team member with diverse groups, to be flexible but firm in support of areas under one's administration, to work with large community groups, to direct volunteers, to communicate clearly both orally and in writing.
- Develop, implement, and conduct media relations, strategic communications, marketing and awareness activities to enhance community understanding of College objectives, services and activities.
- Work with College departments, faculty, staff, and students to ensure appropriate

programs and activities are being promoted to potential College supporters and to identify opportunities for College programs based on industry needs.

- Lead and demonstrate techniques associated with developing collaborative and effective partnerships.
- Collaborate with agencies, institutions, and stakeholders at local, regional, state, and national levels.
- Demonstrate strong planning, problem solving, and organization skills.
- Effectively manage people, resources, and stakeholders.
- Analyze situations accurately and adopt an effective course of action.
- Work independently and set goals and objectives for units that fall within the scope of this position, ultimately supporting college's goals.

Working Conditions

Environment: Office

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
3	Ability to work at a desk, conference table or in meetings of various configurations.
1	Ability to stand for extended periods of time.
4	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.
3	Ability to communicate so others will be able to clearly understand a normal conversation.
1 or 2	Ability to lift 10 pounds.
1 or 2	Ability to carry 10 pounds.

Status/Rationale

This is a classified administrator position.

Signatures/Approval

(Employee's Signature)

(Date)

(Supervisor's Signature)

(Date)