

Contra Costa Community College District  
Classification Specification

**DIRECTOR OF COMMUNICATIONS AND COMMUNITY RELATIONS**

Class Code	OT Status	EEO Category	Represented Status	Salary Grade	Effective Date	Status	Pages
	Exempt	Officials & Administrators	Management	M9	10/11/23	Management	1 of 2

**DEFINITION:**

This position serves as the district's key public relations expert and is responsible for managing public and government relations, marketing, media issues, political matters, crisis communications, and external affairs as well as internal communications initiatives.

**EXAMPLES OF DUTIES/ESSENTIAL FUNCTIONS:** Duties/essential functions may include, but not be limited to, the following:

Advises the Chancellor, Cabinet, College Presidents, and Governing Board on public relations and political issues for the District.

Attends and supports a variety of meetings (e.g., monthly Governing Board meetings, District retreats, community events, evening meetings, etc.), facilitates meetings and ensures transparency of District public information.

Compiles data from a wide variety of sources (e.g. community groups, media, Board, staff/departments, etc.) for the purpose of analyzing issues, ensuring compliance with organization policies and procedures, and/or monitoring program components and developing internal/external communications materials.

Organizes events with the community to maintain and build collaborative partnerships that contribute to District goals and objectives.

Prepares a wide variety of complex documents and written or electronic materials (e.g., press releases, newsletters, service guides, annual reports, budgets summaries, materials for the Chancellor and Governing Board, etc.) for the purpose of documenting activities and issues, conveying information, meeting compliance requirements, and/or providing support materials.

Develops and implements a government relations public affairs strategy that provides advocacy opportunities for internal and external communications and legislative support to meet key objectives. Activities shall include reviewing pending legislation, legal mandates, regulations and guidelines which may affect District programs, plans, functions, and activities.

Serves as the District's chief spokesperson and coordinates all media relations for the District the colleges working with media. Prepares news releases, news conferences, speeches and proposes story ideas.

Works collaboratively with the leadership and colleges to formulate a unified message to enhance the district's reputation among key audiences.

In conjunction with the colleges, develops and coordinates Districtwide marketing plans to achieve organizational mission and goals.

Oversees Districtwide marketing, advertising, and production of promotional materials. Ensures that Districtwide advertising is effective, efficient, and maintains its reputation/brand.

Evaluates market reaction to public relations activities to ensure timely strategic responses to meet changing conditions.

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Monitors the accuracy and effectiveness of internal information, marketing and government relations and community relations programs to ensure the programs of the District and the colleges are in alignment.

Develop strategies to effectively manage public information about the District and the colleges to the region, state, and nation.

Ensures continuous improvement of government relations, public affairs and public relations services through re-engineering, organizational change management, new technology solutions, assessment of best practices, and feedback from internal users and external customers to increase productivity and effectiveness.

Provides expertise and assistance to ensure effectiveness of government relations, public affairs and public relations staff at the District and at the colleges.

Promotes a work culture of customer service, innovation, and quality services to students, staff, and the community.

Periodically convenes marketing and public information staff in the District to ensure effective communications and continuity.

Complies with all District, county, state, and federal requirements including preparation of timely and accurate reports for internal and external entities.

Coordinates special events aimed at the advancement of District goals and assists in the pursuit of public and private fundraising goals.

Develops and maintains contacts with college colleagues, media representatives, community leaders, business executives and government officials.

Proactively manages crisis communications.

Represents the District at public events, presentations, meetings, and governmental committees as assigned by the Chancellor.

Performs other duties assigned.

**MINIMUM QUALIFICATIONS:**

**Education/Training:** A bachelor's degree from an accredited college or university in public relations, journalism, public policy, communications, marketing or related field.

**Experience:** Five years of management experience directing public relations work in a public or private agency.

**Ability:** Sensitivity to and understanding of diversity in the workplace and educational environment.

**Actions:** This classification was adopted by the Governing Board 08/29/07.

Revised: 10/11/23