

ANTELOPE VALLEY COMMUNITY COLLEGE DISTRICT

EXECUTIVE DIRECTOR, MARKETING & PUBLIC INFORMATION

ADMINISTRATOR SALARY SCHEDULE AN

BASIC FUNCTION:

Under the direction of the Superintendent/President, oversees and performs multiple institutional functions including media relations, community relations, legislative advocacy, marketing, advertising, publications and graphic standards. Performs other related duties may be assigned.

REPRESENTATIVE DUTIES: *E – indicates essential duties of the position*

- Develops and maintains contacts and relationships with representatives of the news media, elected officials, business and industry, college, students, and the general public. (E)
- Advises college officials and staff on matters related to the image and promotion of the college, including media relations and crafting responses to inquiries. (E)
- Writes, edits, and distributes news releases, feature stories, public service announcements, emergency alerts, campus updates, letters, bullet points for speeches and other related materials, conducts interviews, and serves as college spokesperson and media liaison to print and broadcast media. (E)
- Directs production of all college publications including planning, layout, coordinating work of designers, videographers, and photographers; prepares print bid specifications, negotiates pricing, and coordinates printing with vendors. (E)
- Supervises, directs and evaluates all Marketing & Public Information staff including Web Developer, Administrative Coordinator, Marketing Coordinator, hourly workers, and student workers; provides work direction to interns, volunteers, contractors and vendors in photography, design, and printing. (E)
- Coordinates college-wide graphic standards program including review and approval of publications, mass communications, social media and web pages. (E)
- Provides leadership for the district's strategic marketing including analyzing demographic data to develop appropriate marketing and advertising strategies for the college; coordinates marketing efforts with appropriate district staff; creates ad copy, places media buys for maximum effectiveness, and negotiates contracts. (E)
- Works with the district's research and planning function to identify opportunities to strengthen the district's legislative program, community outreach, communications and marketing. (E)
- Works with the district school and community relations function to coordinate community outreach, communications and marketing. (E)
- Monitors and directs the college's legislative advocacy program which includes tracking State and Federal legislation affecting colleges; works with representatives of campus constituent groups to develop platforms on key issues and in coordination with the President, advocates those positions to elected officials. (E)
- Participates as a member of various governing bodies and committees. (E)
- Provides communication support for President including covering Board of Trustees meetings. (E)
- Prepares and monitors annual budget for public relations office including college advertising and publications budgets. (E)
- Takes photographs and arranges for photos. (E)
- Maintains all social media outlets of the college. (E)
- Maintains the graphic interface and design of the college website and subsidiary websites. (E)
- Supervise and oversee the graphic arts operation of the college. (E)
- Plans, organizes, and implement news conferences and other special events. (E)
- Participates in local, regional, and state activities to promote the college, the public relations profession, and higher education.
- Performs other related responsibilities as may be assigned.

EDUCATION AND EXPERIENCE: Any combination equivalent to: graduation with a Bachelor's degree with experience in journalism, public relations, marketing, mass communications, political science, administration, or a related field.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

KNOWLEDGE OF:

- Applicable laws, rules and regulations.
- Print and broadcast media.
- Photographic and electronic imaging processes and equipment.
- Techniques of writing, producing and disseminating information for mass media communications.
- Newspaper, radio, television and other communications media sources and resources.
- Techniques of layouts and designs.
- Methods and techniques of interviewing, editing, news reporting and proofreading.
- Operation of a computer.
- Oral and written communication skills.
- Public speaking techniques.
- Basic research methods.
- Principles and practices of supervision and training.
- Budget preparation and control.
- Current Web-based communications and marketing strategies, and all social media outlets.
- Marketing principles and strategic marketing planning.

ABILITY TO:

- Plan and conduct a District-wide media relations, communications and marketing programs.
- Develop and maintain working relationships with legislators and their staffs and legislative advocacy staffs of state and national community college associations.
- Write clear and concise advisories, news releases, feature stories and other materials to be distributed to the media.
- Analyze and evaluate sensitive situations to determine public relations consequences and recommend effective course of action.
- Research and analyze assigned topics and issues.
- Operate a personal computer and various forms of information technologies.
- Communicate effectively both orally and in writing.
- Prepare and deliver oral presentations.
- Establish and maintain cooperative and effective working relationships with others including interpersonal skills of tact, patience and courtesy.
- Prioritize and schedule work.
- Assign and review the work of others.
- Meet schedules and time lines.
- Collect and relay information with accuracy and diplomacy.
- Work as a team member.
- Work under pressure with frequently changing deadlines.
- Work evenings and weekends upon request.

WORK DIRECTION, LEAD AND SUPERVISORY RESPONSIBILITIES: Supervises work of all Marketing & Public Information staff including Web Developer, Administrative Coordinator, Marketing Coordinator, hourly workers, interns, volunteers, and student workers and others as required by duties assigned.

CONTACTS: Co-workers, other departmental staff, news media, graphic artists, photographers, contractors, vendors, business community, elected officials, students, alumni, donors, prospects and the general public.

PHYSICAL EFFORT:

- Requires dexterity in the use of fingers, limbs and body in the operation of office equipment.
- Tasks require extended periods of time at a keyboard.
- Requires the ability to maintain effective audio-visual discrimination and perception required
- for communicating with others.

WORKING CONDITIONS:

- Normal office environment.
- Driving a vehicle to travel from site to site.