CLASSIFICATION
Associate Director, Public Relations and Marketing

FLSA Status: Exempt
EEOC Job Category: Officials and Administrators
Union Representation: Unrepresented

GENERAL PURPOSE
Under the direction of the Director of College Advancement, Public Affairs and Governmental Relations, or designee, the Associate Director, Public Relations and Marketing, plans, organizes, develops, implements and monitors District-wide media relations, internal and external communications efforts, marketing for the college and its programs and other related activities through a broad spectrum of media including printed and electronic, in order to advance the institution’s goals.

The Associate Director works with College divisions, departments, programs, college advancement and communications staff, the LBCC Foundation, and related faculty, staff and students to maximize the effectiveness of media relations and marketing activities for the College; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS
This is a single-incumbent, classified management position which directs and implements the District’s public relations, media relations, and its marketing and branding efforts utilizing a broad spectrum of media including print, digital and social media outlets. The incumbent must have broad knowledge of media relations, marketing, digital media and communications processes as well as the broad knowledge of education trends and issues relevant to community colleges, our students and the communities the District serves. Superior written and verbal communication skills are essential as are project and team management skills.

ESSENTIAL DUTIES AND RESPONSIBILITIES
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. Plans, organizes, manages and evaluates the work of assigned staff; with staff, develops, implements and monitors work plans to achieve assigned goals and objectives; contributes to development of and monitoring of performance against the annual department budget; participates in developing, implementing and evaluating work programs, plans, processes, systems and procedures to achieve department and District goals, objectives and performance measures consistent with the District’s quality and service expectations.

2. Plans and evaluates the performance of assigned staff; establishes performance requirements and personal development targets; regularly monitors performance and provides coaching for performance improvement and development; recommends compensation and provides other rewards to recognize performance; subject to management concurrence, takes disciplinary action, up to and
including termination, to address performance deficiencies, in accordance with the District’s classified human resources policies and labor contract provisions.

3. Provides day-to-day leadership and works with staff to ensure a high performance, customer service-oriented work environment which supports achieving District objectives and service expectations; provides leadership and participates in programs and activities that promote a positive employee relations environment.

4. Provide leadership, goal setting, and planning for the District’s public relations functions while overseeing day to day operations and implementation of media related projects.

5. Direct and manage, in coordination with IITS, the policies, procedures, standards, presentation and content of the District’s website and social media outlets including Facebook, Twitter, Instagram, etc.

6. Ensure that top level web content is updated and that design and content is consistent to reinforce district’s branding message and guidelines.

7. Edit and review all district publications for clarity of format, content, messaging, and conformity to District’s printing/graphic standards in print and electronic formats.

8. Develop, design, and implement internal and external communications programs to keep key constituent groups (employees, students, alumni, community leaders and business stakeholders) aware and informed of key District initiatives, efforts, and activities.

9. Maintain a strategic communications plan and program for College, through which a consistent and appropriate content-based message is conveyed to a variety of audiences in the region, state and nation.

10. Develop and implement a plan to consistently secure ongoing media coverage of college news and events in local, regional, and national news outlets and in higher education related publications, including Spanish language media. Establish and maintain local, regional and national media contacts on behalf of the college.

11. Direct and manage the development of newsletters and promotional and other collateral/materials that are distributed throughout the district, and externally as appropriate.

12. Work closely with various departments and deans to support and promote their programs and services to the community and enhance external relations and the reputation of the college.

13. Provide leadership, administer and direct the college’s advertising and public relations programs, marketing and internal communication programs. Research, write, edit and produce speeches, new releases, flyers, and copy for various internal and external publications and presentations.

14. Plan, advise, coordinate implementation and execute marketing and media relations strategies to support CAED programs including: the Los Angeles Regional Small Business Development Center Network, the Goldman Sachs 10,0000 Small Businesses initiative, the Mott Virtual Incubator Network and other workforce and economic development programs as assigned.
15. Serve as the District spokesperson and principal contact for the media representatives on day-to-day issues. Use a high degree of tact, diplomacy and discretion in dealing with sensitive and confidential situations and information, and on behalf of the college.

16. Establish and maintain effective working relationships with others. Train and supervise personnel as assigned.

**OTHER DUTIES**

1. Performs other duties as assigned.

**QUALIFICATIONS**

Knowledge of:

1. Policies, goals, and objectives of the District Board of Trustees and Superintendent-President

2. Principles of communications and public relations and its role in advancing organizational agenda.

3. Key issues and trends which impact community colleges and especially institutions that educate divers and underserved students, with a high proportion of Pell eligible students, Veterans and returning adult learners.

4. Principles and techniques required to establish and maintain positive external and internal relations, marketing and public relations efforts. Key internal and external contacts to mobilize media relations, marketing and communications activities.

5. Communications media sources and their most effective uses, including print, broadcast, web, and social media.

6. Design content and production of marketing and public relations materials.

7. Principles and practices of sound business communication.

8. The diverse socioeconomic, cultural, ethnic and disability backgrounds of the local regional population.


10. Oral and written communication skills and ability to make professional presentation to a wide variety of audiences.

11. Research methods and techniques.

12. Interpersonal skills including tact, patience and diplomacy.

13. District organization, operations, policies and objectives.

14. Principles of project management, and record keeping techniques.

15. Proficiency in utilizing word processing, graphics, spreadsheet, database and other software relevant to subject job functions.
16. Principles and practices of supervision and customer service.

**Ability to:**

1. Plan and implement an effective public affairs and marketing programs for the District and related programs, students and staff.

2. Maintain active, cooperative relationships with community leaders and media representatives and business and industry representatives while promoting District interests.

3. Plan, develop and implement approved marketing, public and relations strategies in consultation with the Director, College Advancement, Public Affairs and Governmental Relations.

4. Plan, develop and implement marketing and outreach strategies for economic and workforce preparation programs in conjunction with College Advancement and Economic Development staff.

5. Write clear, concise and effective public information materials including speeches, media releases, news article, newsletters and similar materials.

6. Work collaboratively with Superintendent-President, District Board of Trustees, staff and administrators involved in public relations, marketing and outreach activities.

7. Prepare clear, concise and comprehensive reports and written materials.

8. Analyze and evaluate sensitive situations accurately, determine public relations consequences, and recommend effective courses of action in consultation with the Director, College Advancement, Public Affairs and Governmental Relations or appropriate college officials.


10. Use a high degree of tact, diplomacy, and discretion in dealing with sensitive and complex issues and situations and information on behalf of the college.

11. Communicate effectively, both orally and in writing.

12. Meet schedules and timelines.

13. Operate a microcomputer and business related software involving word processing, spreadsheets, databases, imaging and desktop publishing.

14. Plan, organize and supervise work and staff; train, supervise, evaluate, and provide work direction and guidance to others.

15. Maintain effective working relationships with clients, staff, and members of the general public from diverse socioeconomic backgrounds.

16. Understand and follow oral and written directions.

17. Work confidentially with discretion.
Education, Training and Experience:
A typical way of obtaining the knowledge, skills and abilities outlined above is graduation from an accredited four-year college or university with a major in communications, public relations, public administration, or a closely related field; and at least four years of professional experience in public relations, communications, marketing, or an equivalent combination of training and experience.

Written and verbal fluency in Spanish is highly desirable. Previous experience working in the Los Angeles media market is desirable.

Licenses; Certificates; Special Requirements:
A valid California driver’s license and the ability to maintain insurability under the District’s vehicle insurance policy.

PHYSICAL AND MENTAL DEMANDS
The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands
While performing the duties of this job, the employee is regularly required to sit; talk or hear, both in person and by telephone; use hands to finger, handle and feel computers and standard business equipment; and reach with hands and arms. The employee is frequently required to stand and walk.

Specific vision abilities required by this job include close vision and the ability to adjust focus.

Mental Demands
While performing the duties of this class, the incumbent is regularly required to use written and oral communication skills; read and interpret complex data, information and documents; analyze and solve complex problems; observe and interpret people and situations; use math/mathematical reasoning; perform highly detailed work under deadlines on multiple concurrent tasks; and interact with District administrators, management, faculty, staff, state and federal agencies and funding sources, representatives of other public agencies and others encountered in the course of work.

WORK ENVIRONMENT
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee works under typical office conditions, and the noise level is usually quiet.