

CLASS SPECIFICATION
Director of Community and Governmental Relations

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

GENERAL PURPOSE

Under the supervision of the Executive Director of Public Affairs and Marketing, direct the District's external program with Congress, California legislature, federal, state, city and county administrative agencies, the Long Beach City College service areas.

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. Direct the District's relationships with members of Congress, members of the California legislature, and federal, state, city and county administrative agencies by fostering relationships and creating opportunities to advance the college.
2. Assess legislative priorities and recommend legislative program; coordinate and direct implementation, including presenting the positions of the College through correspondence, meetings and communication with elected officials and staff members.
3. Brief the Superintendent-President, the Board of Trustees and the Executive Committee on legislative activity. Formulate plans of action and provide direction to the administration and board members to implement approved strategies.
4. Provide direction and interpretation for legislative issues and activities. Direct the activities associated with monitoring legislation.
5. Coordinate the planning and implementation of District's events for the purpose of outreach to our internal and external constituents.
6. Facilitate community outreach programs to ensure college's presence at events, conferences, schools, and general meetings.
7. Direct the President's Ambassadors program to ensure student representation at high school and community events.
8. Assist in identification of key community and opinion leaders and community organizations.
9. Assist in developing printed and/or electronic publications for key leaders and organizations to ensure they are informed of college's activities.

10. Assist in the development and implementation of an annual and long-range community and government relations plan.
11. Develop and conduct presentations on behalf of the District.
12. Plans, organizes, directs 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; provides compensation and other rewards to recognize performance; takes disciplinary action, up to and including termination, to address performance deficiencies, in accordance with federal, state and local laws and regulations, District human resources policies and labor contract agreements.

OTHER DUTIES

1. Attends a variety of meetings, seminars and in-service training classes.
2. Ongoing communication with state and federal community college advocacy organizations.

QUALIFICATIONS

Knowledge of:

1. District's legislative priorities, issues and activities.
2. Key legislation (state and federal) that impacts community colleges especially those that are traditionally under-funded and designated as Hispanic-serving.
3. Key internal and external contacts to mobilize outreach activities.
4. Key community and opinion leaders and local organizations.
5. Computer software to support effective business communications.
6. Federal, state and local laws, regulations and court decisions applicable to assigned areas of responsibility.
7. Event planning to maximize goodwill and positive public relations.
8. Principles, methods and techniques of strategic and business planning.
9. Research methods and analysis techniques.
10. Principles and practices of effective management and supervision.

Ability to:

1. Establish relationships with members of Congress, California legislators, federal, state, city and county administrative agencies.
2. Coordinate and implement District's legislative priorities.
3. Develop and implement approved legislative strategies.

4. Effectively communicate in written and verbal formats to advance the institution.
5. Plan, organize and implement large college-wide events and activities.
6. Obtain, organize, analyze and evaluate a wide range of data and information and make appropriate recommendations to the Superintendent-President, Executive Committee, and the Board of Trustees.
7. Prepare clear, concise and comprehensive reports and written materials.
8. Present proposals, recommendations and technical information clearly, logically and persuasively.
9. Organize, set priorities and exercise sound independent judgment within areas of responsibility.
10. Effectively operate a computer in standard business software.
11. Use tact and diplomacy in dealing with sensitive situations and concerned people and staff.
12. Establish and maintain effective working relationships with a wide variety of groups and individuals, including District executives, members of the Board of Trustees, members of public and representatives of other public agencies.

Education, Training and Experience:

Graduation from a four-year college or university and three years of increasingly responsible professional experience in government and/or community relations, public relations or a related field.

Licenses; Certificates; Special Requirements:

A valid California Class C driver's license, a good driving record 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 class, an employee is regularly required to sit; talk or hear, in person, in meetings and by phone; use hands to finger, handle, feel or operate standard office equipment; and reach with hands and arms. The employee is frequently required to walk and stand.

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 employee is regularly required to use written and oral communication skills; read and interpret complex data, information and documents; analyze and solve problems; observe and interpret people and situations; use math and mathematical

reasoning; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks with constant interruptions; work under intensive deadlines and interact with District administrators, management, Personnel Commissioners, board members, faculty, staff, representatives of other 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 regularly works under typical office conditions, and the noise level is usually quiet.