

CLASS SPECIFICATION
Director, College Advancement, Public Affairs and Governmental Relations

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

GENERAL PURPOSE

Under the direction of the Vice President of Economic and Resource Development (ERD), and in close collaboration with the Office of the Superintendent-President, develop, cultivate and maintain strong relationships with media, community leaders, Congress, California legislature, federal, state, city and county administrative agencies, State organizations, the State Chancellor's Office and the Long Beach City College service areas. Promote the goals and objectives of the District; coordinate communication with the news media, the general public, elected officials, district/college staff, and other educational institutions. Administer, plan and implement public information, governmental relations, marketing, and information dissemination outreach, internal communication and community relations programs to create and maintain a favorable image of the College and to keep the public informed of the District programs, courses, policies, activities, and concerns. Advance the College and economic development and workforce preparation relationships and business opportunities with business, industry and government entities. Develop, administer, direct and supervise ERD programs including marketing coordination for business and workforce development, resource development, and oversight of communications and public relations to business and industry. Administer, plan, develop and implement business development and workforce preparation programs, grants and contracts as assigned throughout all ERD units. Administer and develop programming on behalf of the College and ERD at the LBCC Downtown Long Beach Business Center. Liaise with Academic Affairs to support and provide for continuous ERD support and integration with Academic Affairs.

DISTINGUISHING CHARACTERISTICS

This is a single-incumbent, classified management position which directs the District's public affairs, governmental relations, and College and Economic and Resource Development programs and services. The incumbent must have broad knowledge of media relations, marketing, legislative processes as well as a broad knowledge of regional workforce and economic development trends and workforce issues relevant to a community college.

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.

Public Affairs and Governmental Relations

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. Represents the District and maintains communication with appropriate regional communities, public and private schools, colleges and universities, agencies, businesses and industries, to enhance positive, supportive and cooperative institutional relationships.
3. Assess legislative priorities and recommend legislative programs; coordinate and direct implementation, including presenting the positions of the College through correspondence, meetings, and communication with elected officials and staff members; manage contracts with political consultants/advocates; implement annual and long-range community and government relations plan.
4. Provide direction and interpretation for legislative issues and activities; direct the activities associated with monitoring legislation; 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.
5. Coordinate the planning and implementation of the District's events for the purpose of outreach to our internal and external constituents; facilitate community outreach programs to ensure college's presence at events, conferences, schools, and general meetings.
6. Work closely with various departments and deans to support and promote their programs and services to the community and enhance external relations.
7. Coordinate and oversee District budgets pertaining to areas of public information, sports information, marketing and outreach, legislative/governmental programs.
8. Direct appropriate activities to ensure the quality, usefulness, and marketing value of all publications, releases and advertisements to enhance the image of the Long Beach Community College District among its constituencies.
9. Direct the selection, supervision and class curriculum/training for the President's Ambassador programs.
10. Provide leadership, administer and direct the advertising and public relations program, outreach and recruitment programs, and internal communications programs.

College Advancement/ERD

11. Provide leadership and coordinate with senior ERD staff to advance ERD business development opportunities including economic development and workforce preparation.
12. Establish relationships and actively engage in developing public and private grant and other funding opportunities in coordination with senior staff in all ERD units to support grant and contract development and implementation.
13. Administer, plan, develop marketing and public affairs strategies and activities including the Los Angeles Regional Small Business Development Center Network, the Goldman Sachs 10,000 Small Businesses initiative, the Mott Virtual Incubator Network and other ERD workforce and economic development programs as assigned.

14. Represent ERD and liaise with Academic Affairs Division to provide for optimal integration and alignment of all areas. In close coordination with ERD and Academic Affairs, identify points of integration between two divisions for capacity building and program development opportunities.
15. Provide leadership to regional business and industry organizations and public and private sector entities to establish productive linkages to College programs and services and identify potential business opportunities for the College overall.
16. Administer and coordinate overall ERD outreach, marketing and public relations efforts to align, integrate and leverage College programs and services and to leverage regional, state and national partnership opportunities.
17. Direct and coordinate with the District and senior ERD staff relationships with members of Congress, members of the California legislature, and federal, state, city and county administrative agencies as required in support of the Los Angeles Regional SBDC Network and other ERD units as directed.
18. Plans, organizes, supervises and evaluates the work of assigned staff; develops, implements and monitors work plans to achieve assigned goals and objectives; monitors performance and provides coaching for performance improvement and development; participates in developing, implementing and evaluating work programs, plans, processes, systems and procedures to achieve program and District goals, objectives and performance measures consistent with the District's quality and service expectations.
19. 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.

OTHER DUTIES

1. Maintain current knowledge of trends and practices in the fields of public, governmental, and community relations and marketing practices utilized by educational institutions.
2. Maintain current knowledge of trends and practices with regional economy as it pertains to workforce preparation needs and issues and emerging economic development growth opportunities.
3. Participate in a variety of internal and external committees and meetings including representation on external boards, committees and industry related associations. Represent LBCC in industry project development.
4. 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 an organizational agenda.

3. Government and political trends, issues and legislation.
4. Key legislation (state and federal) that impacts community colleges especially those that are traditionally under-funded and designated as Hispanic-serving.
5. District's legislative priorities, issues and activities.
6. Principles and techniques required to establish and maintain positive external and internal relations. Key internal and external contacts to mobilize outreach activities.
7. Communications media sources and their most effective uses, including print, broadcast, web, and social media.
8. Design content and production of marketing and public relations materials.
9. Principles of workforce preparation and economic development as it relates to educational institutions.
10. California Community College Chancellor's Office of Economic and Workforce Development Program and key statewide initiatives related to same.
11. State and Federal guidelines related to grant development, implementation and compliance.
12. Local, regional and statewide economic trends, industry sectors and indicators.
13. Applicable local, State and federal laws, regulations and rules, including the California Education Code.
14. Oral and written communication skills and ability to make professional presentations to a wide variety of audiences.
15. Research methods and techniques.
16. Budget preparation and control.
17. Principles and practices of administration, supervision and training.
18. English usage, spelling, grammar and punctuation.
19. Interpersonal skills including tact, patience and diplomacy.

Ability to:

1. Plan and implement an effective public affairs and governmental relations program.
2. Establish relationships with members of Congress, California legislators, federal, state, city and county administrative agencies and coordinate and implement District's legislative priorities.
3. Maintain active, cooperative relationships with community leaders and media representatives and business and industry representatives while promoting District interests.
4. Plan, develop and implement approved legislative strategies.

5. Plan, develop and implement marketing and outreach strategies for economic and workforce preparation programs.
6. Write clear, concise and effective public information materials including speeches, news articles, newsletters and similar materials.
7. Develop, write and implement College grants and contracts.
8. Work collaboratively with District Board of Trustees, staff and administrators involved in public affairs and governmental relations activities.
9. 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.
10. Prepare clear, concise and comprehensive reports and written materials.
11. Analyze and evaluate sensitive situations accurately, determine public relations consequences, and recommend effective courses of action.
12. Supervise, train and evaluate staff.
13. Communicate effectively, both orally and in writing.
14. Prepare, track and control budget.

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 five years of professional experience in public relations, government and/or community relations, communications, economic and/or workforce development field or an equivalent combination of training and experience. A master's degree in communications, journalism, or a related management area is desirable. Experience working in the public sector 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. While performing the duties of this job, the employee is required to travel locally and nationally on a frequent basis.

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

Revised: September 26, 2011