

**San Jose/Evergreen Community College District  
Classified Management Job Description**

**Position:** Director, Communications, Community  
Relations & Diversity

**Department:** Chancellor's Office

**College:** District Office

**Date:** April 15, 2015

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**POSITION PURPOSE**

Reporting to the Chancellor or assigned administrator, the Director of Communications, Community Relations & Diversity directs the planning, development, supervision, implementation and evaluation of staff, programs and services that address the needs and strengthens the District's communication including public information and marketing, community relations and diversity in order to promote a positive and collaborative working and learning environment and advance the District's mission and values for student success.

**NATURE and SCOPE**

The Director of Communications, Community Relations & Diversity provides leadership, supervision, implementation, training, and facilitation for the District's Communication Plan, community relations activities, Diversity Plan, programs, and services. This position promotes civility and cultural appreciation across the District; provides reports for related programs, activities, and services and serves as staff and community liaison.

**KEY DUTIES and RESPONSIBILITIES**

1. Implement the recommendations of the District's Strategic Communication Plan (SCP). Recommendations including but not limited to: (1) Redesign and ensure effective utilization of the District's Website(s); (2) Identify and/or strengthen proactive communication strategies; (3) Develop communication strategies for the "target audiences" of the District identified in the SCP.
2. Provide supervision and directions for staff, programs and services in the areas of communications, public information, marketing, graphic design, community relations, and diversity.
3. Direct activities relating to the Chancellor's/District's Community Advisory Group including outreach, meetings, and advisory subgroups.
4. Develop, maintain and uphold a "messaging" process designed to enhance the District's reputation, build trust, strengthen community relations, provide proactive information and engage stakeholders.
5. Serve as the Chancellor's resource; interact with leadership groups, educational, business, and community leaders and organizations to establish and strengthen collaboration with the District in order to effectively serve the community and students.
6. Provide support to the Chancellor with special projects for areas including student success, diversity, communications, community relations and civility, and other areas as needed for the District as assigned by the Chancellor.

7. Assist the Chancellor in the development, planning, and implementation of the Chancellor's initiatives and activities including the Chancellor's annual goals, diversity, communications and marketing plan, and community relation activities.
8. Plan, develop and implement programs and services appropriate to the scope and nature of the position.
9. Provide conflict resolutions services as needed and/or assigned by the Chancellor.
10. Develop and provide initial and ongoing district-wide training related to communications, community relations, and diversity.
11. Maintain knowledge of federal and state laws, state administrative regulations, and District policies and administrative procedures impacting, communications, and community relations including developments and trends in related areas.
12. Direct the preparation, presentation and maintenance of a variety of narrative and statistical reports, records and files related to assigned activities.
13. Direct, supervise and evaluate the performance of assigned staff and consultants; interview and select employees and consultants, and recommend transfers, reassignment, termination and disciplinary actions; plan, coordinate, and arrange for appropriate training of assigned staff.
14. Develop and administer the annual budget for the department; analyze and review budgetary and financial data; control and authorize expenditures in accordance with established resources and limitations.
15. Attend and conduct a variety of meetings as assigned; participate on assigned committees.
16. Represent the Chancellor at meetings as appropriate or as assigned.
17. Represent the District in local, state, and national organizations as needed or assigned.
18. Promote a diverse, nondiscriminatory and harassment-free work and educational environment.
19. Perform related duties and responsibilities as assigned.

## **EMPLOYMENT STANDARDS**

### **Knowledge:**

1. Principles and techniques of communications, diversity, interpersonal, community, and human relations.
2. Federal, State, District and other applicable laws, codes, regulations, policies and procedures related to assigned activities.
3. Research and analysis techniques.
4. Conflict resolutions principles and techniques.
5. Budget preparation and control.

6. Needs of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of the community, District employees and students.
7. Principles and practices of administration, supervision, and training.
8. Operation of a computer and assigned software.

**Skills and Abilities:**

1. Demonstrate interpersonal skills using tact, patience, and courtesy.
2. Interpret and assure compliance with diversity and related service area rules, regulations, laws, policies and procedures.
3. Promote the District's Diversity Plan and efforts at college/district campuses and various organizations.
4. Develop, coordinate, and present applicable training on topics related to cultural diversity, communications, conflict resolutions, and community relations.
5. Work effectively with community and business leaders, residents, managers, students, and employees across various functions and areas.
6. Prepare comprehensive narrative and statistical reports.
7. Establish and maintain cooperative and effective working relationships with others.
8. Work independently with little direction.
9. Promote community relations.

**Education and Experience:**

1. Bachelor's degree in a related field including psychology, sociology or business administration.
2. Two years of experience related to conflict resolutions and the administrative assignment.
3. Two years of supervisory experience.
4. Demonstrated experience working with groups of diverse backgrounds in terms including ethnicities, gender identity, sexual orientation, cultural, academic, socioeconomic, and disabilities.
5. Demonstrated sensitivity, knowledge, and understanding of the diverse academic, socioeconomic, gender identity, sexual orientation, cultural, disability, and ethnic backgrounds of the students we serve and sensitivity to and knowledge and understanding of groups historically underrepresented, and groups who may have experienced discrimination.
6. Success integrating diversity as appropriate into the major duties outlined in the job description and in the duties listed in the District's hiring policy; or demonstrated equivalent transferable skills to do so.

**Working Conditions:**

1. Typical office environment.

Date Approved: 11/27/12, 4/14/15  
Revised: 4/14/15 (title and range change)  
Salary Range: M 25  
EEO-Category: 2B1