

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

Position: Marketing & Public Information Officer

Department: Chancellor's Office

District: District Office

Date: 4/27/16

POSITION PURPOSE

Under the direction of the Chancellor, the Marketing & Public Information Officer plans, organizes, orchestrates and evaluates a variety of activities in order to develop and maintain a strong and positive public image for the District. The Officer presents the District to the community at large through the development and maintenance of relationships with K-12 partners, elected officials, corporations and/or other targeted entities. Incumbent in this position develops marketing and advertising campaigns, including written content and story material for website, social media, and district publications to advance the district's goals at the local, state and national level. Oversee governmental, external and community relations.

NATURE and SCOPE

The Marketing & Public Information Officer oversees the marketing, public relations, governmental affairs programs to highlight the district's strengths and position it competitively within the community, region and state.

KEY DUTIES and RESPONSIBILITIES

1. Plan, implement, and coordinate the District's marketing, advertising and public relations programs to advance the goals and mission of the District.
2. Coordinate and supervise all media relations for the district to ensure accurate and timely coverage of district events and news, utilizing newspaper, radio, television, and social media; serve as lead media spokesperson for the district; represent and act on the Chancellor's behalf to the media when appropriate.
3. Write press releases, articles, announcements, presentations, profiles and stories highlighting students and programs that support district communications and meet the district's outreach efforts.
4. Provide counsel to the Chancellor regarding current and potential public relations, community relations, and marketing and communication issues.
5. Advise the Chancellor and Board of Trustees on current and potential public relations issues and concerns.
6. Prepare materials and advise the Chancellor and members of the Board of Trustees as they present before local, state and national legislative committees and commissions; prepare speeches for presentations before public and private sector organizations at the local, state and national levels.
7. Act as a liaison with the media, elected officials, donors, alumni and other key constituents in alignment with district goals.

8. Monitor issues, trends and events in the community, predict consequences and advise the Chancellor and other management on planned programs of action.
9. Establish, nurture and maintain positive external relationships with individuals, businesses, elected officials and community-based organizations that support the District's outreach efforts.
10. Direct and oversee the design and structure of the district website; review and approve all web related promotional products.
11. Arrange for interviews with personnel for print and broadcast media and for special events.
12. Coordinate the photography and video needs and other relevant activities for special District events.
13. Participate and lead the creation and implementation of a strategic plan for the marketing and community relations functional area at the District.
14. Attend the Foundation Board meetings, serve on pertinent Foundation committees and participate in community and social events that promote the District and cultivate relationships leading to philanthropic gifts.
15. Prepare comprehensive reports, including researching, compiling and analyzing data for special projects and reports; provide information and assistance to members of the general public, the media and other institutions and organizations.
16. 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.
17. Perform other duties as assigned.

EMPLOYMENT STANDARDS

Knowledge:

1. Principles and techniques of communications, community, and public 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. Present a positive image of the District in the broader community.
4. Analyze situations accurately and adopt an effective course of communication strategy and action.
5. Work effectively with community and business leaders, residents, managers, students, and employees across various functions and areas.
6. Write news releases, and comprehensive narrative and statistical reports.
7. Establish and maintain cooperative and effective working relationships with others.
8. Work independently with little direction.

Education and Experience:

1. Bachelor's degree in a related field including marketing, communications or education.
2. Five years of experience related to marketing and public relations.
3. Three 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.

Working Conditions:

1. Typical office environment.

Date Approved: 4/26/16

Salary Range: M-34

EEO-Category: 2B1