

San Jose/Evergreen Community College District
Classified Management Job Description

Position: Chief Communications and External Affairs Officer

Department: Chancellor's Office

POSITION PURPOSE

Under general direction, the Chief Communications and External Affairs Officer plans, organizes, directs and integrates the District's marketing, media relations, external affairs and strategic communications functions; serves as the primary architect of the District's communications and public relations strategies; develops and maintains relationships with K-12 partners, elected officials, corporations and other targeted entities; monitors and assesses pending state and federal legislation for potential impacts on the District; develops marketing and advertising campaigns, written content and story material for website, social media, and District publications; and performs other duties as assigned.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The duties listed below exemplify the work of the classification, and assigned duties may include work that is similar, related or a logical assignment to this class.

1. Provides support and counsel to the Chancellor, Board of Trustees and Executive Leadership to foster positive external and internal community relations and opportunities and address concerns; promotes key initiatives and major policy directives.
2. Manages District brand strategies, communication plans, marketing, advertising and promotional strategies in support of the Strategic Plan and enrollment goals; serves as the primary point of contact for the public and media.
3. In collaboration with District leadership, identifies business, government, and educational partnerships to further the strategic goals and initiatives of the District and colleges; develops and disseminates strategic communications and messaging that resonates with various students, faculty, staff, and the broader community, especially key external stakeholders including community leaders, local, state, and federal elected legislators, and their staffs.
4. Plans and directs crisis communications during a major emergency or disaster; coordinates the development of position statements and official communications; oversees communications related to emergency preparedness, planning and emergency response; serves as Public Information Officer.
5. Performs complex research, analytical and governmental affairs assignments requiring a high degree of sound professional judgment, initiative, creativity and exceptional sensitivity to the political and community impact of issues, communications and interactions.
6. Develops and administers the annual budget for the District Communications and External Affairs department; determines staffing and resource allocation in response to needs and priorities.
7. Directs and manages the work assignments and performance of assigned staff; interviews and participates in selecting employees; trains, counsels, and disciplines personnel according to established policies and procedures.
8. Monitors the status of District-community relations and reports on the effect that various policies, programs, and practices have on these relationships; monitors and assesses pending state and federal legislation potentially affecting higher education; develops or oversees development of position statements for consideration by the Chancellor and the Board of Trustees; informs state and federal legislators of the District's official position on matters of concern to the District.

9. Prepares materials and provides advice to the Chancellor and members of the Board of Trustees for presentations before local, state and national legislative committees and commissions; prepares speeches before public and private sector organizations at the local, state and national levels.
10. Develops, implements and directs Districtwide public information, media relations, marketing and social media strategies and activities; oversees the development and production of in-house collateral; directs and oversees the design and structure of the District's website; develops and enforces District brand and graphic standards; reviews and approves publications, mass communications, website and social media content and the use of the District and college's logos and marks; writes press releases, articles, announcements, presentations, profiles and stories highlighting students and programs that support District communications and meet the District's outreach efforts.
11. Makes presentations to the Board of Trustees and other Board-level groups; participates in the District's Foundation Board meetings and cultivates relationships that lead to philanthropic gifts.
12. Represents the department on a variety of District committees; liaises with the California Community College Chancellor's Office; represents the District at regional and state meetings.
13. Fosters an environment that promotes inclusiveness, diversity, trust and respect.
14. Performs other duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

1. Advanced principles, methods and practices applicable to the design and implementation of external relations and community engagement strategies.
2. Principles and practices of legislative representation and governmental relations.
3. Statewide initiatives and policies impacting equitable access to education and completion.
4. Advanced principles, methods and practices applicable to the design and implementation of community college communications and marketing programs including social media and website content development and engagement tracking.
5. Principles, methods and practices of journalism writing and techniques including news release writing and editing.
6. Principles, methods and practices of emergency public information procedures, crisis/risk communications, and a Public Information Officer's role during emergency activations.
7. Federal, state and other applicable laws and regulations and District policies and procedures governing the above functions and especially interactions with elected officials and their staffs.
8. Theories and techniques of negotiation, mediation and conflict resolution.
9. Budget preparation, control, funding and regulations regarding use of funds.
10. Principles and practices of effective management and supervision.
11. Principles and practices of strategic planning.
12. Principles and practices of organizational improvement and culture change.
13. Board Policies, Administrative Regulations, Accrediting Commission for Community & Junior Colleges Standards, Human Resources procedures and collective bargaining agreements.

Skills and Abilities to:

1. Represent the District effectively with faculty, staff, students, legislative and governmental officials, community groups, committees, and business and professional organizations in a variety of public forums.
2. Effectively communicate, listen, understand and be sensitive to community issues and concerns.
3. Identify, address and assist in negotiations to resolve problems and conflict among individuals and groups with diverse and varying opinions and concerns.
4. Research and collect accurate and relevant data from multiple sources and analyze complex administrative, operational, legislative and policy issues/problems.
5. Apply sound critical thinking skills in evaluating options and alternatives, reaching conclusions and recommending appropriate courses of action.
6. Prepare clear and concise reports, position papers, internal and external communications, presentations and other written materials for a variety of audiences.
7. Present solutions to management with confidence and effectiveness.
8. Direct, schedule, coordinate and evaluate the work of assigned employees.
9. Build and foster knowledgeable, cohesive and effective work teams.
10. Establish and maintain cooperative and effective working relationships with others.
11. Attend meetings and events, which may be at night, on weekends or on holidays.
12. Operate a computer, assigned office equipment and standard business applications.

Education and Experience:

1. Bachelor's degree from an accredited institution in public administration, educational policy, communications, research and planning or a related field.
2. Seven years of experience related to external relations, communications and marketing, including two at a supervisory or manager level.
3. 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.

Desirable Qualifications:

1. Experience in external and governmental affairs in higher education.
2. A valid California driver's license and the ability to maintain insurability under the District's vehicle insurance program or the ability to travel to other District campuses and locations.

WORKING ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential duties 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, subject to frequent interruption and to intermittent exposure to individuals acting in a disagreeable fashion. The employee may be required to travel to locations other than the assigned work site, and occasional evenings, holiday and/or weekend work may be required.

Physical Demands:

While performing the duties of this class, the employee is primarily in a stationary position and is required to move about the office to access office machinery, files, etc.; perform constant operation of a computer and other communication and office equipment; observe details at close range; and move or lift up to 10 pounds.

Mental Demands:

While performing the duties of this class, the employee is regularly required to accurately communicate information and other ideas so that others will understand using written and oral communication skills; read and interpret data, information and documents; analyze and solve problems; observe and interpret situations; learn and apply new information or skills; perform highly detailed work; work on multiple, concurrent tasks; work with frequent interruptions; work independently and under intensive deadlines; and interact with District managers, staff, the public and others encountered in the course of work.

Board Approved: 12/9/2025

Salary Range: M-34

EEO Category: 2B1- Executive/Administrative/Managerial