

San Jose/Evergreen Community College District
Classified Management Job Description

Position: Communications, Community
Relations and Diversity Officer

Department: Chancellor's Office

POSITION PURPOSE

Under general direction, the Communications, Community Relations and Diversity Officer directs the planning, development, and implementation of programs and services to address the District's public information, marketing, community relations and diversity to promote a positive and collaborative working and learning environment and to advance the District's mission and values for student success; facilitates and implements the District's community relations activities and programs promoting civility and cultural appreciation across the District; represents the District to the community at large through the cultivation and maintenance of relationships with key community groups, external agencies, business and other stakeholders; provides reports for related programs, activities, and services; and performs other related duties as assigned.

ESSENTIAL DUTIES AND RESPONSIBILITIES

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

1. Plans, directs and integrates District diversity and community relations activities to promote an inclusive and collaborative environment for internal and external communities; identifies and supports proactive communication strategies through outreach, media and community engagement; establishes community relationships and utilizes culturally responsive practices and processes to advance diversity functions in alignment with District missions, goals, and objectives.
2. Participates in the implementation of Board-adopted Equal Employment, Opportunity (EEO) and Diversity Plan consistent with Title 5 requirements; consults with management on best practices and assists in preparing required mandated reports; develops training program and analyzes data to identify and address disparities; researches and ensures employment practices adhere to applicable federal, state, and local EEO laws and regulations.
3. Coordinates and collaborates with college and District constituencies in diversity-related projects, programs, activities and initiatives; identifies and creates professional development tools and trainings to increase cultural competency; fosters a culture and climate that supports student and employee success and promotes civility, respect and appreciation for cultural diversity; recommends and applies changes to improve outcomes per the District's goals and vision.
4. Plans, develops and coordinates outreach activities with community leaders, businesses, elected officials and other partners to strengthen community relations and advance the District's strategic goals; plans and organizes community events, workshops, promotional events and other special activities to promote the District's mission and objectives; represents the District on community boards and committees and at community events; monitors effectiveness of outreach campaigns and makes strategic changes accordingly.
5. Supports development and dissemination of District-wide public information, media relations, marketing, social media strategies and activities that support institutional advancement and donor engagement; aligns communication strategies with fundraising efforts; participates in District promotional activities including developing and producing promotional materials.

6. Stays abreast of federal and state laws, state administrative regulations, and District policies and administrative procedures impacting communications, EEO and community engagement including developments and trends in related areas.
7. Serves as a resource to the Chancellor and campus departments on community organizations; directs the preparation, presentation and maintenance of a variety of narrative and statistical reports, records and files related to assigned service programs.
8. Participates in developing and administering the department budget; monitors performance against the annual department budget; forecasts funds needed for the department's operations, including equipment, materials and supplies, and approves department expenditures; directs and oversees the development, implementation and evaluation grants and other assigned budgets; identifies, reviews, advocates and secures resources for programs and services.
9. Prepares and delivers presentations to the Board of Trustees and to other board-level groups; maintains records concerning operations and programs, prepares required reports, and responds to surveys as needed.
10. Performs other related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

1. Principles, practices, methods and techniques applicable to public and governmental relations, community outreach, marketing and communications.
2. Equal Employment Opportunity (EEO) laws and procedures, Americans with Disabilities Act (ADA) and other applicable state and federal laws, regulations and legislative processes.
3. Cultural competency and sensitivity to the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of students and staff in higher education.
4. Methods and techniques of producing and disseminating EEO information.
5. Needs of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of the community, District employees and students.
6. Principles and practices of success strategies for underserved and underrepresented populations.
7. Modern office practices and equipment including computers and applicable software applications including word processing, spreadsheets, and databases.
8. Federal, state and other applicable laws and regulations and District policies and procedures governing outreach and recruitment including applicable sections of the California Education Code, Title 5, Family Educational Rights and Privacy Act (FERPA).
9. Theories and techniques of negotiation, mediation and conflict resolution.
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. Plan, organize, direct and evaluate the operations and activities of a community relations program.
2. Interpret and apply administrative policies and procedures related to EEO as well as pertinent laws, regulations, and policies.
3. Recommend and implement the goals and objectives of assigned programs in alignment with applicable federal, state and local policies and requirements.
4. Communicate effectively, both verbally and in writing, with faculty and staff, students, and community members.
5. Establish and maintain effective working relationships with organizations, community groups, civic associations and the public.
6. Evaluate public relations, marketing and communications practices and make sound recommendations for improvement.
7. Define issues, analyze problems, evaluate alternatives and develop sound, independent conclusions and recommendations in accordance with laws, regulations, rules and policies.
8. Work effectively with students, faculty, and staff from multi-cultural backgrounds and promote access, success, and equity.
9. Plan and organize work to meet schedules and time lines.
10. Effectively present solutions to management.
11. Build and foster knowledgeable, cohesive and effective work teams.
12. Establish and maintain cooperative and effective working relationships with others.
13. Operate a computer, assigned office equipment and standard business applications.

Education and Experience:

1. Bachelor's degree from an accredited institution.
2. Five years of experience related to community outreach, public relations 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. 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.
2. Experience working with community groups, organizations, elected officials and people from economically and educationally disadvantaged background.

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 work under typical office conditions, subject to frequent interruption and to intermittent exposure to individuals acting in a disagreeable fashion. The employee is required to travel to locations other than the assigned work site, and occasional evenings, holiday and/or weekend work is 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-25

EEO Category: 2B1- Executive/Administrative/Managerial