

## IMPERIAL COMMUNITY COLLEGE DISTRICT

### CLASS TITLE: DIRECTOR OF COMMUNITY AND MEDIA RELATIONS

#### BASIC FUNCTION:

Under the general direction of the Superintendent / President plan, organize, implement, maintain, and participate in an effective and proactive community and media relations program; positively showcase Imperial Valley College, its programs, staff and alumni; prepare and implement marketing plans and projects; serve as official spokesperson for the District; direct the internal advertising/public relations agency function; develop and maintain relationships between the District and the media, public officials, business and industry, and other community groups and organizations.

#### REPRESENTATIVE DUTIES:

Plan, organize, implement, maintain, and participate in an effective and proactive comprehensive community relations and public information program both on campus and with the external community at the District, state, and national level; participate in management level decision making related to community and media relations programs and functions.

Gather, analyze, and utilize information, suggestions, and recommendations to develop and write position papers, speeches, proposals, and informational materials.

Conduct media relations in both English and Spanish and serve as official spokesperson for the

Plan, coordinate, and implement special events.

Prepare and administer the program budget and monitor the expenditure of funds.

Conduct campus tours for visiti

KNOWLEDGE AND ABILITIES: (CONTINUED)

ABILITY TO: (continued)

- Evaluate the news value of District activities accurately.
- Plan and organize work to meet schedules and timelines.
- Train and supervise personnel as assigned.
- Work confidentially with discretion.
- Incorporate technology into work practices and plans.
- Research, compile, assemble, analyze, and interpret data from diverse sources.
- Maintain records and prepare reports.
- Work with and exhibit sensitivity to and understanding of the diverse racial, ethnic, disabled, sexual orientation, and cultural populations of community college students.
- Communicate clearly and concisely both orally and in writing, in English and Spanish.
- Establish and maintain effective working relationships with those contacted in the course of work.

EDUCATION AND EXPERIENCE : A Bachelor's degree (Bachelor's/ Master's preferred) from an accredited college or university with major coursework in Journalism, Communications, English, or a closely related field, five years experience in public information, media relations, or a related position involving the management of media relations with documented writing experience

LICENSES AND OTHER REQUIREMENTS:

- Prefer bilingual in English and Spanish.
- Valid California driver's license.

WORKING CONDITIONS: Varies, but generally in an office environment.

PHYSICAL ABILITIES: Dexterity of hands and fingers to operate office equipment including a computer keyboard and peripheral equipment. Hearing and speaking to exchange information in person or on the telephone. Seeing and verifying data and preparing various material. Sitting or standing for extended periods of time. Walking to various District/community locations, meetings, or events.

HAZARDS: Driving a vehicle during potentially adverse weather conditions. Possible exposure to a variety of dangerous situations following college emergencies or disasters. Likely exposure to dissatisfied or abusive individuals.