

**COMPTON COMMUNITY COLLEGE DISTRICT
EL CAMINO COLLEGE - COMPTON COLLEGE**



DIRECTOR OF COMMUNITY RELATIONS

**FLSA: EXEMPT
M3**

POSITION DESCRIPTION:

Under the direction of the college President/Chief Executive Officer, provide leadership and direction for community engagement, community relations, and alumni programs; plan, organize, control and direct college-wide marketing, community relations, legislative and public relations programs; work closely with the Foundation Board of Directors to develop and implement comprehensive programs to promote the image and financial welfare of the college including resource development and private fundraising; perform related work as required.

ESSENTIAL DUTIES/FUNCTIONS:

1. Provide counsel to the college President/Chief Executive Officer, Vice Presidents, and others regarding present and potential public relations concerns and or opportunities for expanded community engagement. Assist with the expansion of cooperative partnerships with businesses, government agencies, and other organizations.
2. Direct and oversee the development of a comprehensive college marketing plan, a community relations program and a legislative plan.
3. Coordinate and direct all marketing, community relations and public relations activities of the college; direct and oversee all college publications, including class schedules, college catalog news releases, brochures as well as the web site and related web pages; direct and coordinate college marketing, advertising and public relations campaigns.
4. Supervise and approve the design, content, and production of all internal and external college publications (digital and print) with a marketing and public relations impact, including brochures, newsletters, posters, administrative job announcements, and flyers.
5. Coordinate and supervise all media relations for the college to ensure accurate and timely coverage of college events and news, utilizing newspapers, radio and television; serve as lead media spokesperson for the college; represent and act on the behalf of the President/Chief Executive Officer to the media when appropriate.
6. Coordinate and direct all college marketing and community promotional activities to best represent the college to a variety of audiences in an effort to maintain and/or increase student enrollment. Determine the appropriate mix of all media to promote and represent the College; direct and coordinate mass media advertising for the college, such as digital media, print, radio, movie theater and television, direct mail, etc.

7. Coordinate and supervise editing of numerous college publications, including brochures, newsletters and publications; oversee the review of all college publications to assure quality production and accuracy.
8. Direct and oversee the general operations of the Print Shop, including ensuring the area operates efficiently and effectively utilizing the latest technological advances.
9. Develop and maintain the Community Relations Department budget.
10. Assist with the operation of the Foundation for Compton Community College District. Activities include: professional leadership in the recruiting of board members, staff support to the board and its committees and serve as Director of the Foundation.
11. Work closely with the President/Chief Executive Officer and senior leadership of the District to lead and expand the annual giving efforts of the Foundation and develop partnerships and events that promote community support for college programs.
12. Provides support to college fundraising efforts directed at individuals, corporations, community organizations, and philanthropic foundations. Efforts may include but not limited to an annual campaign, capital campaign, direct mail, corporate and individual solicitation, planned giving proposals, scholarships, and special events.
13. Assist with volunteer recruitment and management to support resource development programs.
14. Develop promotional materials for Foundation activities; write and produce a variety of fundraising publications.
15. May supervise other assigned areas or programs of the college.
16. Serve on campus and District committees.
17. Perform other related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

1. Planning, organization and direction of a Community Relations/Public Relations Department.
2. Community, government, marketing, and public relations activities.
3. Media agencies, including newspaper, radio, television, and digital.
4. Overall, design content and production techniques of marketing and public relations materials.
5. Budget preparation and control.
6. Public speaking techniques.
7. Report-writing and record-keeping techniques.
8. Oral and written communication skills.
9. Principles and practices of administration, supervision, and training.
10. Applicable laws, codes, regulations, policies, and procedures including copyright regulations.
11. Interpersonal skills using tact, patience, and courtesy.
12. Operation of a computer and assigned software.
13. Applicable federal, state, and local regulations and reporting requirements for the acceptance and disposal of charitable gifts.

ABILITY TO:

1. Plan, organize, and administer the processes and operations of the Community Relations Department.
2. Plan, organize, and implement comprehensive marketing, community relations, and legislative programs/plans.
3. Provide and coordinate information to administrators, employees, the public, and media regarding a variety of programs, policies, events, and activities.
4. Coordinate and oversee the production and distribution of a wide variety of materials.
5. Supervise and evaluate the performance of assigned staff.
6. Work confidentially and with discretion.
7. Communicate effectively both orally and in writing.
8. Interpret, apply, and explain rules, regulations, policies, and procedures.
9. Establish and maintain cooperative and effective working relationships with others.
10. Analyze situations accurately and adopt an effective course of action.
11. Meet schedules and deadlines.
12. Work independently with little direction.
13. Plan and organize work.
14. Prepare comprehensive narrative and statistical reports.
15. Direct the maintenance of a variety of reports and files related to assigned activities.
16. Support direct resource development activities of the college and Foundation
17. Adapt to and utilize emerging technology and fundraising trends.
18. Work irregular hours, including weekends and/or evenings when necessary.

EDUCATION AND EXPERIENCE:

Possess a Bachelor's degree from an accredited college or university, and three years of management experience.

DESIRABLE:

Possess a Master's degree from an accredited college or university.

Comprehensive campaign experience in higher education.

Experience in supporting fundraising activities for a non-profit organization.

Public relations and/or publications experience of a sufficient nature to demonstrate writing and verbal presentation skills.

Understanding of endowments, investments, notes, mortgages, will, etc.

Use personal vehicle in the course of work, for which a monthly mileage stipend is provided.