

Executive Director of Strategic Communications
State Center Community College District

Direct Link: <https://www.AcademicKeys.com/r?job=237934>

Downloaded On: Jun. 29, 2024 9:34pm

Posted Jun. 19, 2024, set to expire Jul. 18, 2024

Job Title	Executive Director of Strategic Communications
Department	
Institution	State Center Community College District Fresno, California
Date Posted	Jun. 19, 2024
Application Deadline	07/18/2024
Position Start Date	Available immediately
Job Categories	Director/Manager
Academic Field(s)	Administration - Executive Administration - Other
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Job Description

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Executive Director of Strategic Communications

Salary: \$138,733.00 - \$170,624.00 Annually

Location: Districtwide, CA

Job Type: Permanent

Division: DO District Office

Job Number: 2024046

Closing: 7/18/2024 11:59 PM Pacific

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General Purpose

Under direction of the Chancellor, plans, develops and implements an effective and strategic District communications program and public relations campaign that enhances communications internally and with external partners. The Executive Director of Strategic Communications strengthens, develops and delivers well-designed and compelling communication and marketing efforts to advance the District's strategic priorities with a focus on public relations; designs publications and related communication activities to support student enrollment and enhance the Colleges' and District's image; serves as a member of the Chancellor's cabinet; works with the college's Directors of Marketing and Communications, Public Information Officers, and the District Executive Director of the Foundation to ensure public messaging, social media strategies, fundraising activities and community engagement are consistent and aligned with the District's overall mission, vision and goals; serves as primary District spokesperson to the press and public; and performs related duties as assigned.

Essential Duties & Responsibilities

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

1. Advises and works closely with the Chancellor to develop and implement short-and long-range communication plans and strategies to accelerate the District's goals and objectives; regularly meets with the college's Directors of Marketing and Communications, Public Information Officers and the District Executive Director of the Foundation to ensure public messaging, social media strategies, fundraising activities and community engagement are aligned with the District's overall mission, vision and goals; Creates opportunities for internal and external partnerships to expand educational messaging to promote college and district goals; coordinates with consultants as necessary.
2. Leads, develops, and implements a comprehensive communications strategy focusing on the District's key strategic initiative and integrated plan; develops tactical messaging to strengthen engagement with donors, prospects, community leaders and local nonprofit leaders in ways that advance the District's educational mission and strategic plan priorities.
3. Oversees or participates in the creation of a wide variety of promotional materials intended to market and promote the Colleges and District's programs, services and activities; develops a District marketing plan for outreach in support of enrollment management strategies; approves the production of District publications and monitors publications from the colleges to ensure the

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District's image is consistent; develops and participates in creating layouts for magazines, brochures, newsletters, posters, and other publications; creates templates to update and refine a broad array of marketing materials; leads the development of marketing materials and public relations for key events and milestones.

4. Plans, organizes, directs, controls, integrates and evaluates the work of team leads and assigned staff; develops, implements and monitors work plans to achieve goals and objectives; contributes to the development of and monitors performance against the annual department budget; manages and directs development, implementation and evaluation of the departmental budget, plans, work processes, systems and procedures to achieve annual goals, objectives and work standards.
5. Serves as a member of the Chancellor's Cabinet, attends Board meetings and retreats and collaborates with members of the executive team to assist in the effective presentation of information and improve communication to promote understanding and support for the District's master plan and key strategic initiatives; may serve on the Foundation Board to provide communication strategies in support of fundraising activities.
6. Provides day-to-day leadership and works with staff to ensure a high-performance, service-oriented work environment that supports achievement of the District's mission, objectives and values; promotes workplace diversity, inclusion, cultural competency and a positive work environment.
7. Establishes measures to track the effectiveness and progress of marketing and strategic partnerships to evaluate effectiveness of all marketing and communications initiatives; coordinates primary messaging to ensure it is delivered efficiently, accurately and on a timely basis across all available internal and external communication platforms; identifies key stories that reflect strategic priorities and the most effective platform for delivery.
8. Assists in the creation and delivery of State Center Community College Foundation's outreach (materials, messaging & content) including media relations, news releases, op-ed pieces, story pitches and others; manages and leads development of SCCC Foundation newsletters around key topics.
9. Designs the layout of web pages for overall presentation; oversees and ensures effectiveness of SCCCD and SCCC Foundation website.
10. Plans and manages publicity-related special events and provides technical direction to staff in carrying out marketing, communications and social media messaging to ensure the District's participation at special events, conferences, and community events are leveraged to promote the college and District's educational messaging; facilitates community outreach programs; ensures District's presence at key events, conferences, and general meetings; arranges District tours and visits.
11. Serves as the District's lead media spokesperson; composes speeches, news releases and other

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types of communication for the Chancellor and the Board of Trustees; establishes clearinghouse for general information about the District and its colleges (history, current activities and future plans).

12. Establishes rapport and maintains a relationship with local media outlets to secure visibility of the District and effectively position advertising efforts, including print, online, television, radio, and physical marketing; proactively monitor news and social media coverage of the District.
13. Oversees emergency communications for the District Office and districtwide emergencies; collaborates with and supports the college's Directors of Marketing and Communications and Public Information Officers on emergency situations at the campuses and on maintaining campus and off campus emergency contacts.
14. In collaboration with the college's Directors of Marketing and Communications and Public Information Officers, develops and maintains a master calendar of districtwide events; works closely with employee affinity groups to communicate and promote their activities and events.
15. Demonstrates sensitivity to and understanding of historically minoritized groups and participates in professional development activities to increase cultural competency to enhance equity-minded practices within the District.

OTHER DUTIES

1. Participates in the formulation and administration of District policies, regulations and procedures in areas of responsibility.
2. Serves on committees and represents the District at local, regional, state and national conferences, meetings, workshops and training seminars.
3. Performs related duties as assigned.

Employment Standards / Minimum Qualifications

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

1. Mission, goals and policies of the District and its colleges.
2. The role of community colleges in education and the community.
3. Principles of communications and public relations and their role in advancing an organizational

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agenda.

4. Theories, principles practices and techniques of marketing, branding and advertising.
5. Communications and media sources and their most effective uses, including print, broadcast, web and social media,
6. Americans with Disabilities Act (ADA) Accessibility requirements for website and web page design.
7. Methods and techniques of preparing and disseminating news releases and securing media placements.
8. Design content and production of marketing and public relations materials; layout and design of publications.
9. Principles of conflict resolution, crisis management and emergency communications.
10. Organization, functions and interrelationships of the District's various operating units and its colleges.
11. General principles of supervision, training, evaluation and development.
12. Strategic planning and resource allocation.
13. District budget development and expenditure tracking, policies and procedures.
14. Recordkeeping and report preparation techniques to ensure information is accurately presented to the Chancellor, the community and the Board of Trustees.
15. Safety policies and safe work practices applicable to the work being performed.
16. Personnel Commission Rules, Board Policies, Administrative Regulations, Human Resources procedures and collective bargaining agreements.

Skills and Abilities to:

1. Ability to communicate effectively and work cooperatively with the staff, board of trustees, committees, and other community groups.
2. Plan, develop, direct and maintain a strategic communications, marketing and public relations program for the District.
3. Effectively manage projects.
4. Apply research and analytical techniques in the collection, summarization and analysis of information for media distribution and presentations.
5. Coordinate and direct the production and distribution of a wide variety of promotional materials.
6. Develop strategic social media messaging.
7. Evaluate the public relations value of information.
8. Effectively engage and support historically minoritized groups by addressing issues of equity and improving culturally responsive service-oriented practices.
9. Make effective presentations and present proposals to a variety of audiences with differing levels

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- of knowledge regarding District services.
10. Identify the characteristics of diverse target audiences and determine the most effective communication techniques for reaching and motivating these groups for maximum support of District programs, services and activities.
 11. Analyze situations accurately, adopt effective courses of action, and maintain composure in all situations.
 12. Exercise the authority of the position with diplomacy, honesty, integrity, charisma, kindness and tact.
 13. Exercise initiative, discretion and critical judgment.
 14. Compose speeches, news releases and other types of communications for the Chancellor and/or Board of Trustees.
 15. Articulate the mission, values and vision of State Center Community College District and advocate for the benefits of educational philanthropy within our service area.
 16. Represent and the District effectively in public settings and one-on-one with volunteers, donors and potential donors.
 17. Build strong relationships with key community leaders, the local media and stakeholders.
 18. Operate a computer and use standard business.
 19. Establish and maintain effective working relationships with all those encountered in the course of work.
 20. Convey a strong cultural competency and advance equity and inclusion.

EDUCATION AND EXPERIENCE

Graduation from an accredited college or university with a bachelor's degree in journalism, marketing, public relations, communications or a related field, and at least seven years of progressively responsible experience leading marketing, communications, social media branding, or related areas in a complex organization with multiple communications objectives, at least one year of which was in a managerial role; or an equivalent combination of training and experience.

A master's degree is preferred.

LICENSES, CERTIFICATES AND OTHER REQUIREMENTS

A valid California driver's license and the ability to maintain insurability under the District's vehicle insurance program.

PHYSICAL AND MENTAL DEMANDS

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The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

While performing the duties of this class, employees are regularly required to sit; talk and hear, in person and by telephone; use hands repetitively to finger, handle, feel or operate standard office equipment; and reach with hands and arms. Employees are frequently required to walk and stand and lift up to 25 pounds.

Specific vision abilities required by this job include close vision and the ability to adjust focus.

Mental Demands

While performing the duties of this class, employees are regularly required to use written and oral communication skills; read and interpret data, information and documents; analyze and solve complex problems; observe and interpret complex and ambiguous situations; learn and apply new information or skills; perform highly detailed work; work on multiple, concurrent tasks; work with frequent interruptions; work under intensive deadlines; and interact with District executives, directors, managers, staff, governmental representatives, elected officials, the public, the media and others encountered in the course of work.

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 generally works under typical office conditions, and the noise level is usually quiet. The employee may work outdoors at special events.

The employee may be required to travel to locations other than assigned work site and to adjust to work schedule changes and requirements to work extended hours.

Assessment Process

APPLICATION SUBMISSION



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To move forward in the selection process, you must complete an online application through our web site at <http://www.schooljobs.com/careers/scccd>. Please attach to your application a copy of your degree or transcripts (must include when degree was awarded) or your application may be considered incomplete. Resumes may also be uploaded but cannot be used in lieu of a completed application.

ONCE YOU HAVE SUBMITTED YOUR APPLICATION YOU WILL NOT BE ABLE TO MAKE REVISIONS TO YOUR APPLICATION MATERIALS.

When completing the application, please make sure you include ALL current and previous employment in the Work Experience section of the application and complete ALL fields, including the name and contact information for your supervisors. Experience that is included in the resume but not in the Work Experience section of the application may not be considered for the purpose of determining whether you meet the minimum qualifications.

All required documents must be submitted by the applicant. Personnel Commission staff will not upload your documents for you. The State Center Community College District does not accept letters of recommendation for classified positions. Please do not attempt to attach letters of recommendation to your application.

APPLICATION REVIEW AND ASSESSMENTS

The application review process includes an evaluation of training and experience based on given application information and answers to supplemental questionnaire. Only the most qualified applicants, who pass the minimum qualifications review, will be invited to the assessment process.

The assessment process will include a performance assessment (30% weight) and an oral interview assessment (70% weight). Passing score is 75% out of 100% on each assessment section.

TESTING TENTATIVELY SCHEDULED AS FOLLOWS
Performance Assessment: August 6, 2024
Oral Interview Assessment: August 6, 2024

The assessment process / assessment date is subject to change as needs dictate. All communication regarding this process will be delivered via email to the address listed on your application.

ELIGIBILITY LIST

Candidates who attain a passing score on each part of the assessment will be placed in rank order on districtwide Open-Competitive List. Using the same process, a separate Promotional List will be established and both Lists will be used concurrently. **The eligibility list will be used to fill current vacancies for at least six months. The current vacancy is at the District Office.**



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PASSING THE ASSESSMENTS AND BEING PLACED ON THE ELIGIBILITY LIST DO NOT GUARANTEE AN OFFER OF EMPLOYMENT.

ACCOMMODATIONS

Individuals with disabilities requiring reasonable accommodation in the selection process must inform the State Center Community College District Personnel Commission Department in writing no later than the filing date stated on the announcement. Those applicants needing such accommodations should document this request including an explanation as to the type and extent of accommodation needed to participate in the selection process.

SCCCD is an equal opportunity employer committed to fostering innovation and inclusivity. We respond proactively to the diverse needs of the community and welcome individuals excited to join our District's purpose to support student success both locally and globally. United, we the faculty, classified professionals and administrators pledge to treat all applicants and employees fairly and equitably.

To apply, visit <https://www.schooljobs.com/careers/scccd/jobs/4548176/executive-director-of-strategic-communications>

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Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

N/A

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