

Executive Director of Strategic Communications,
Marketing, and Public Affairs
Citrus Community College

Direct Link: <https://www.AcademicKeys.com/r?job=257009>

Downloaded On: Jul. 14, 2025 2:47pm

Posted May 14, 2025, set to expire Sep. 10, 2025

Job Title	Executive Director of Strategic Communications, Marketing, and Public Affairs
Department	Communications and External Relations Division Administration
Institution	Citrus Community College Glendora, California
Date Posted	May 14, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Director/Manager Senior Executive Officer
Academic Field(s)	Administration - Other
Apply Online Here	https://apptrkr.com/6226875

Apply By Email

Job Description

Executive Director of Strategic Communications, Marketing, and Public Affairs

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Recruitment Start Date 05/13/2025

Recruitment End Date

Open Until Filled Yes

First Consideration Date 06/11/2025

Salary Range M-73

Pay Rate \$163,853 - \$215,621 annual, plus 2.5% for a verified doctorate from an accredited institution. Initial placement on the management salary schedule for newly hired managers will be at step 1; however, the President may recommend a higher step placement.

FLSA Status

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Exempt

Benefits

Health & Wellness

- Fully-paid [Medical, Dental, and Vision Insurance](#) for eligible employees and dependents
- Choice of HMO or PPO with very low co-pays and out-of-pocket costs
- Flexible Spending Accounts for healthcare and dependent care
- Free 24/7 Employee Assistance Program
- Basic Life and AD&D insurance for employees only

Work-Life Balance

- [18 Paid Holidays](#) and 12 Vacation Days annually
- 12 Sick Days annually
- Opportunity for remote work (up to two days per week) with manager approval
- Possibility of Modified Summer Schedule
- Professional Learning Opportunities
- No-cost Annual Staff Parking
- Free 24/7 employee assistance program
- Close proximity to the Metro rail system

Financial & Retirement Benefits

- [CalPERS/CalSTRS](#) Retirement Plans with District-paid post-retirement medical, dental, and vision (if eligible)
- 457(b), 403(b), & Roth 403(b) Deferred Compensation Plans
- [Longevity Salary Increases](#)
- District paid employee post-retirement medical for those who qualify

About Citrus College

Celebrating more than 100 years of service, Citrus College is located in Glendora in the foothills of the San Gabriel Mountains, approximately 25 miles northeast of metropolitan Los Angeles. The college has the distinction of being the oldest community college in Los Angeles County and the fifth oldest in the state.

Citrus College was founded in 1915, with an enrollment of 27 students, under the leadership of Dr.

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Floyd S. Hayden, who helped bring the community college movement to California. From 1915 to 1961, the college was operated by the Citrus Union High School District. In July 1961, the Citrus Community College District was created to include the Azusa and Glendora Unified School Districts. In 1967, the district expanded to include the Claremont, Duarte and Monrovia school districts.

Today, Citrus College occupies a 104-acre campus and offers classes on a 16-week calendar (fall and spring semesters), as well as a variety of non-traditional scheduling options - winter session, evenings, summer sessions, and optional class formats, such as hybrid and online education courses.

Mission Statement

Citrus College provides students with quality educational experiences and support services that lead to the successful completion of degrees, transfer, certificates, career/technical education, and basic skills proficiency. The college fosters academic and career success through the development of critical thinking, effective communication, creativity, and cultural awareness in a safe, accessible, and affordable learning environment. In meeting the needs of our demographically diverse student population, we embrace equity and accountability through measurable learning outcomes, ethical data-driven decisions, and student achievements.

Accreditation

Citrus College is accredited by the Accrediting Commission for Community and Junior Colleges, Western Association of Schools and Colleges, 10 Commercial Blvd., Suite 204, Novato, CA 94949, (415) 506-0234, an institutional accrediting body recognized by the Council for Higher Education Accreditation and the U.S. Department of Education. Additional information about accreditation, including filing of complaints against member institutions, can be found at www.accjc.org.

POSITION SUMMARY

Under the direction and supervision of the Superintendent/President, the Executive Director of Strategic Communications, Marketing, and Public Affairs works in a deadline driven environment, both independently as well as collaboratively with faculty, staff, and administrators to plan, develop, implement, and direct college-wide activities to ensure that all communications reflect and advance the mission, values, and priorities of the District.

The Executive Director of Strategic Communications, Marketing, and Public Affairs oversees the District's Strategic Communications, Marketing, and Public Affairs Office.

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This is a 12-month classified management position.

Minimum Qualifications/Education and Experience

- Possession of a master's degree.
- Five years of experience related to community college or university communications/marketing, public relations, or public affairs, including three years in a supervisory or leadership role.
- Evidence of ability to communicate effectively with a diverse population.
- Evidence of ability to work effectively as a member of the administration team.
- Evidence of experience and training in the utilization of technology in administrative practice.
- Demonstrates sensitivity to, understanding of, and ability to work with the diverse academic, socioeconomic, ethnic, religious, disability, gender, gender identity, sexual orientation, immigrant status, and cultural background of community college students, faculty, and staff; and successfully fosters and supports an inclusive educational and work environment.

Preferred Qualifications

- Master's degree in communications, public relations, marketing, journalism, public administration, education leadership, or a closely related field.
- Demonstrated success in overseeing large-scale organizational communications and marketing initiatives, especially in higher education or public sector environments.
- Experience navigating politically sensitive or high-stakes public relations environments with sound judgment and discretion.

Licenses and Certificates

Essential Duties and Responsibilities

- Provides inclusive and supportive leadership to department employees through direct supervision, regular performance feedback, and opportunities for professional growth and development.
- Establishes priorities, goals, and objectives for District communications, and collaborates and/or oversees branding campaigns that increase public awareness and support of District programs, services and activities, and enhances the District's prominence among key internal and external constituent groups.
- Designs, develops, oversees, and implements complex communications initiatives that include a variety of media, including print, online, web, videography, and social media. Develops and coordinates District public information and marketing initiatives.

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- Oversees all publications for accuracy, completeness, and conformance to applicable rules and procedures.
- Serves as the District's official Public Information Officer and primary liaison with the media, ensuring timely, accurate, and strategic responses to media inquiries and public information requests.
- Advises the Superintendent/President regarding current and potential community and outreach issues and concerns.
- Oversees the coordination of special events, such as tours and visits by dignitaries and public officials.
- Oversees a system of communication with and for District employees to keep them informed of major issues, decisions, plans, legislation, District events and accomplishments.
- Coordinates legislative affairs and advocacy efforts at the local, state, and federal levels; assists in monitoring legislation and policy that may affect the college.
- Analyzes and evaluates sensitive situations to determine community relations consequences in order to recommend an effective plan of action.
- Develops and implements an integrated marketing strategy for the District.
- Conducts research and compiles data and other information related to communications, marketing, and government/public affairs activities.
- Analyzes community and college research data and pertinent government initiatives to develop goals and objectives for the District's communications, marketing, and public affairs activities.
- Supports college efforts to reduce student equity gaps and promote a campus culture that is welcoming and inclusive.
- Serves on District committees, provides in-service training, and makes presentations.
- Interprets and communicates the goals and needs of the District's development activities to the internal and external college community.
- Represents the District at community functions and events.
- Assists the Superintendent/President in a variety of planning and research activities.
- Supports the strategic goals and mission of the college. Advances a positive image and enhances the reputation of the college to the community.
- Prepares annual budgets and budget reports.
- Other duties, as assigned that support the overall objective of the position and the District's mission and philosophy.

Knowledge, Skills and Abilities

Physical Abilities

- Must be able to work in a standard office setting and use standard office equipment, including technological devices; to communicate with individuals at various College and meeting sites; the ability

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to understand and comprehend written and electronic materials; and the ability to receive, review, and respond to communications in person, before groups, and over and through various media. This is primarily a sedentary office classification although movement between work areas may be required. Positions in this classification occasionally may need to physically reach, push, and pull drawers open and closed to retrieve and file information. Incumbents must possess the ability to lift, carry, push, and pull materials and objects up to 20 pounds.

Working Condition

- Incumbents work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Incumbents may interact with staff, students, and/or the public in interpreting and enforcing departmental policies and procedures.

Department Communications and External Relations Division Administration

Job Category Management

Assignment Full-Time

Percentage of Time 100%

Months per Year 12 months

Work Days per Week See "Work Schedule per Day" below.

Work Schedule per Day Monday through Friday, 8:00 a.m. to 5:00 p.m.; however, as an exempt management/supervisory-level role, it may require occasional evening, weekend, holiday, or other non-traditional hours to meet the needs of the college.

Work Shift

Bargaining Unit Unrepresented

Citrus College Diversity Statement

CITRUS COLLEGE IS AN EQUAL OPPORTUNITY EMPLOYER

It is the policy of Citrus College to not discriminate against and to encourage a diversity of applicants based on national origin, religion, age, sex or gender, race, color, medical condition, ancestry, sexual orientation, marital status, physical or mental disability, use of family and medical care leave, genetic information, military or veteran status, gender identity, gender expression, or because they are perceived to have one or more of the preceding characteristics, or based on association with a person or group with one or more of these actual or perceived characteristics.

SPECIAL INSTRUCTIONS TO APPLICANTS:

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Applications are considered legal documents, and as such, all areas of the application must be completed, or your application packet will be considered incomplete and will not be moved forward. While it may be appropriate in some areas of your application to use "NA" (not applicable), do not use terms such as "see resume" or "see attached". When listing your work experience, please specify the beginning and end dates for each job you held and describe your experience.

Applicants are responsible for ensuring that all required documents, and those additional documents you choose to include, are attached BEFORE clicking the "Finished Attaching Documents" button and confirming. It is advisable to attach "Optional" documents first, and then "Required" documents once you are ready to click on the "Finished Attaching Documents" button and confirming.

Application and Supplemental Questionnaire must be complete. A resume will not substitute for a fully completed employment application and supplemental questionnaire. Incomplete applications will be rejected. When listing your work experience, please specify the beginning and end dates for each job you held and describe your experience.

Additional documents CANNOT be added to your electronic application packet once you click on "Finished Attaching Documents" and receive your confirmation number; so, please be sure you have all documents you will upload handy and in an electronic format. THE APPLICANT TRACKING SYSTEM WILL NOT ACCEPT DOCUMENTS LARGER THAN 2MB. IF YOUR DOCUMENTS DO NOT UPLOAD, PLEASE RESIZE/COMPRESS THE FILE. If you do not have all your documents handy at the time you are applying for the position, we advise you to click on "Finish Attaching Documents Later". Be sure, however, to finish attaching your documents BEFORE the close or first consideration date for the position. Please remember, you will NOT be able to attach additional documents after you have selected "Finished Attaching Documents" and have received a confirmation number, and you will not be able to apply for a position after the position has closed.

About Transcripts

- Candidates must upload copies of all transcripts (need not be official at the time of application) which prove sufficient for verifying minimum qualifications for this position.
- Official transcripts will be required at the time of the job offer.
- Transcripts must be from the awarding institution and must show that the degree has been awarded (or conferred) and the year.
- Degree(s) must be earned (or conferred) from accredited institution(s) or an equivalent foreign institution by the first consideration date for this position.
- All degrees must be verifiable on a legible transcript by the indicated first consideration date for this

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position.

- Foreign transcripts must be transcribed in English AND evaluated for U.S. equivalency by a bona fide U.S. evaluation service.

Selection Process

- A selection committee will review application packages of those candidates who have met the minimum qualifications for this position and will select a limited number of qualified candidates for an interview.
- Each candidate may be asked to deliver a presentation on a topic of the selection committee's choice. The candidate will be informed of the topic when an interview appointment is scheduled.
- Each candidate may be asked to complete a writing prompt just prior to the interview.
- Travel costs must be borne by the applicant.
- Final candidates for faculty, management, and supervisor/confidential positions may be interviewed by the Superintendent/President.
- If selected as a finalist, the candidate permits the District to contact current and former employer(s) to investigate employment history.

Quick Link <https://employment.citruscollege.edu/postings/1215>

Contact Information

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

Contact

Communications and External Relations Division
Administration
Citrus Community College

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