

Associate Vice President, Communications and External
Relations
Foothill-De Anza Community College District

Direct Link: <https://www.AcademicKeys.com/r?job=260898>

Downloaded On: Aug. 7, 2025 6:39pm

Posted Aug. 7, 2025, set to expire Jun. 1, 2026

Job Title	Associate Vice President, Communications and External Relations
Department	Executive
Institution	Foothill-De Anza Community College District Los Altos Hills, California
Date Posted	Aug. 7, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate Vice-(Provost/Chancellor)
Academic Field(s)	Administration - Executive
Apply Online Here	https://apptrkr.com/6449968

Apply By Email

Job Description

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Associate Vice President, Communications and External Relations

HR EMPLOYMENT/CAREERS

Initial Review Date: 08/29/25*

*For full-consideration, all application packets must be received by 11:59 pm on the closing date.

Salary Grade: A2/A3 - L

Full Salary Range:

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\$168,334.00 - \$236,862.83 annually**

Actual placement is based on applicant's verified education and experience (Customary Hiring Range: \$168,334.00 - \$15,465.69 annually**). In addition, candidates with verified educational units beyond the minimum qualification may qualify for additional pay.

The Foothill-De Anza Community College District is currently accepting applications for the management position above.

The Foothill - De Anza Community College District does not have a remote work policy. All employees are expected to be available to work in person and on-site per the requirement of the department.

The Foothill-De Anza Community College District does not reimburse applicants for travel, lodging or any other costs incurred by applicant to attend interviews. All interviewing costs incurred will be the responsibility of the applicant.

Foothill - De Anza Community College District Mission Statement:

The mission of the Foothill-De Anza Community College District is student success and educational excellence. The district and its colleges provide access to affordable, quality educational programs and services that develop a broadly educated and socially responsible community that supports an equitable and just future for California and the global community. Every member of our district contributes to a dynamic instructional and learning environment that fosters student engagement, equal opportunity, and innovation in meeting the various educational and career goals of our diverse students. Foothill-De Anza is driven by an equity agenda and core values of integrity, inclusion, care for our students' well-being, and sustainability.

De Anza College Mission Statement:

De Anza College provides an academically rich, multicultural learning environment that challenges students of every background to develop their intellect, character and abilities; to realize their goals; and to be socially responsible leaders in their communities, the nation and the world.

De Anza College fulfills its mission by engaging students in creative work that demonstrates the knowledge, skills and attitudes contained within the college's Institutional Core Competencies:

- Communication and expression
- Information literacy

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- Physical/mental wellness and personal responsibility
- Civic capacity for global, cultural, social and environmental awareness
- Critical thinking

POSITION PURPOSE:

Reporting directly to the college President, the Associate Vice President of Communications and External Relations provides vision for, and plans and directs the strategic implementation of, successful internal and external communications and designated external programs and activities. The Associate Vice President is responsible for optimizing the use of current communication platforms, digital tools, and outreach strategies to effectively share information about the college's programs, initiatives, goals, challenges, and accomplishments. This role plays a key part in articulating and advancing the college's commitment to equity for historically underrepresented students, student success, and community engagement.

NATURE and SCOPE:

The Associate Vice President of Communications and External Relations serves as a member of College's Senior Leadership Team and provides leadership and oversight of all internal and external communications for the college, including website, social media, and print and digital collateral materials. Conducts media relations. Conducts outreach to internal and external stakeholders, including students, faculty, staff, auxiliary committee members, donors, community members, nonprofit organization representatives, public employees and elected officials. Represents the college and the college President as appropriate. Oversees designated technology operations to further interrelated college goals for student learning, information provision, districtwide collaboration and efficiency. Actively participates in, and chairs as appropriate, college governance and operational committees and activities.

The Associate Vice President of Communications and External Relations supervises various administrative, supervisory and classified positions.

KEY DUTIES and RESPONSIBILITIES:

The following duties and responsibilities are typical but not limited to the following:

1. Leads and oversees all aspects of internal and external communications and external marketing, including website, social media, collateral, publicity campaigns, and major event planning and

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production, in alignment with the college's mission, vision, and values.

2. Leads and oversees the strategic development of content and design for the website, digital and print public communications, and student recruitment and advertising platforms and materials.
3. Conducts media, community and government relations for informational, promotional, positioning and reactive purposes.
4. Manages media relations, including drafting press releases, coordinating interviews, and maintaining relationships with local, regional, and national media outlets.
5. Monitors federal, state, and local legislative as well as governance developments affecting community colleges and higher education to inform college leadership, communications, and advocacy.
6. Represents the college's interests before legislative bodies, regulatory agencies, advocacy organizations, and elected officials.
7. Organizes and facilitates legislative communications, visits, advocacy events, community forums, and campus tours.
8. Provides strategic communications counsel to the President and other Senior Leadership Team members.
9. Oversees internal and external informational and promotional campaigns.
10. Works collaboratively to expand and brand all programs for the college.
11. Leads and oversees appropriate technology-related operations to further student communications and interrelated student learning goals.
12. Creates and manages crisis communication protocols and serves as lead communicator during emergency situations.
13. Develops and maintains relationships with community leaders, business partners, and stakeholder organizations.
14. Leads in the production of all major planning documents for the college such as the Accreditation Self-Study, Strategic Plan, Educational Plan, Annual Report, and Fact Book.
15. Formulates policies and procedures, in conjunction with the district Public Information Office, as related to public information and community relations.
16. Manages the college's public information responses, through collaboration with the district office, in accordance with the Freedom of Information Act (FOIA) and California Public Records Act (CPRA).
17. Manages campus fidelity to the college style guide, brand images, logos, stationery, while ensuring proper spelling, grammar, print and online quality, accessibility, and consistency with the college's identity.
18. Creates opportunities for and encourages employee participation in leadership and activities that result in engagement within the college and the community.
19. Serves as Foundation liaison and acts as a key participant in designing and organizing campus

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fundraising efforts.

20. Actively participates in, and leads as appropriate, college governance and operational committees and activities.
21. Represents the college on a variety of community organizations, meetings, and boards.
22. Develops and oversees budgets.
23. Selects, trains, supervises, and evaluates staff.
24. Performs related duties as assigned.

EMPLOYMENT STANDARDS

Knowledge:

1. Principles of communications, including crisis communications.
2. Principles of public relations, marketing and advertising.
3. Principles of journalism and media relations.
4. Local, state and federal government operations.
5. Working knowledge of all applicable laws and regulations such as the California Education Code, Federal and State Labor Law.

Skills and Abilities:

1. Understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff.
2. Ability to hold both global and detail perspectives, with vision as well as the ability to implement.
3. Exceptional communications skills both orally and in writing.
4. Project management.
5. Leadership, management, supervisory, time management, organizational, and problem-solving skills.
6. Interpersonal skills.
7. Independent, sound judgment and discretion.
8. Use of a wide variety of computer applications and social media technologies to produce brochures, newsletters, presentations, online presence, and campus communications.

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MINIMUM QUALIFICATIONS:

1. Understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff.
2. Master's degree in a related field.
3. Two years of administrative experience, formal training, internship or leadership in any related field

Preferred Qualifications:

1. Three years of administrative experience at a community college.
2. Marketing experience in a non-profit institution.

WORKING CONDITIONS

Environment:

1. Typical office environment.
2. Travel as appropriate.
3. May require some evening and weekend responsibilities.

Physical Abilities:

1. Hearing and speaking to exchange information in person and on the telephone and make presentations.
2. Dexterity of hands and fingers to operate a computer keyboard.
3. Vision sufficient to read various materials.
4. Sitting for extending periods of time.
5. Bending at the waist.
6. Lifting and carrying objects up to 20 lbs.

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APPLICATION PACKET:

1. A District on-line application on <http://hr.fhda.edu/careers/>. *In the application, you will provide information, which demonstrates your understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff. Additionally, you will be asked to explain how your life experiences, studies or work have influenced your commitment to diversity, equity and inclusion.
2. A cover letter addressing your qualifications for the position.
3. A current resume of all work experience, formal education and training.

If any required application materials are omitted, the committee will not review your application. Items not required (including reference letters) will not be accepted. For full-consideration, all application packets must be received by 11:59 pm on the closing date.

Please allow yourself ample time to complete your application and resolve any technical difficulties that may arise with your submission. We do not guarantee a response to application questions within 48 hours of the closing date.

CONDITIONS OF EMPLOYMENT:

Position: Full-Time, Contract, 12-months per year

Starting date: As soon as possible upon completion of the search process.

Annual salary plus benefits; excellent benefits package which includes coverage for employee and eligible dependents, dental, vision care, employee assistance program, long term disability, retirement benefits and basic life insurance. For information on our benefits package that includes medical for employees and dependents, visit our web site: <http://hr.fhda.edu/benefits/index.html>

Persons with disabilities who require reasonable accommodation to complete the employment process must notify Employment Services no later than the closing date of the announcement.

The successful applicant will be required to provide proof of authorization to work in the U.S.

For more information about our application process contact:
Employment Services

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12345 El Monte Road

Los Altos Hills, California 94022

Email: employment@fhda.edu

<http://hr.fhda.edu/>

To apply, visit <https://fhda.csod.com/ux/ats/careersite/4/home/requisition/2244?c=fhda>

Contact Information

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

Contact

Executive

Foothill-De Anza Community College District

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