

**DIRECTOR, PUBLIC RELATIONS AND INSTITUTIONAL  
ADVANCEMENT  
Cerro Coso Community College  
Kern Community College District**

**Definition**

Under the direction of the College President, the Director, Public Relations and Institutional Advancement, is responsible for administrative leadership in the areas of internal and external communications, public relations, public information publications, marketing, comprehensive college advancement and alumni program. These areas include the Office of Public Relations and Marketing, the Office of the College Webmaster, and the Cerro Coso Community College Foundation.

**Examples of Duties**

1. Provide counsel and technical assistance to the College President, Vice Presidents, and other staff regarding communication, public relations, current and future marketing issues which impact the College, its personnel and procedures.
2. Establish and maintain internal and external communication networks and document for the College.
3. Develop, implement, and maintain the College Communication Plan and the College Strategic Marketing and Outreach Plan.
4. Determine the need for general campus and specific program marketing at all campuses; create and initiate marketing and promotional campaigns to meet these needs.
5. Meet and confer with personnel, administrators, students and the public to obtain and determine information appropriate for publication and promotion; collaborate with administrators in the development and implementation of promotional and public relations goals, objectives, strategies, time lines and priorities; attend, photograph and report on College-related events and activities.
6. Provide direct supervision and evaluation of personnel in the Office of Public Relations and Institutional Advancement
7. Provide direct supervision and evaluation of the work of the Program Manager, Foundation and Institutional Advancement
8. Provide direct supervision and evaluation of the work of the college Webmaster, ensuring existing web pages and the portal contain updated and accurate information
9. Coordinate the development of the College Foundation's annual goals and objectives
10. Oversee the development and establishment of project campaigns
11. Oversee endowment accounts and investment management
12. Coordinate college advancement and student scholarships
13. Establish fund raising priorities

14. Compose, develop, and prepare communication for dissemination via speeches, correspondence, talking points, announcements, and other oral or written communications for the College President.
15. Serve as college spokesperson to news media, including preparation of news releases
16. Plan and manage area budget resources
17. Serve on administrative and college boards, committees, and taskforces
18. Actively participate in Management Team assignments and activities as requested by the College President.

## **Minimum Qualifications**

- Bachelor's Degree from an accredited college/university or equivalent, preferably in communications, journalism, marketing, business, or a related field plus five years of experience. Proof of significant experience in public relations, marketing or media may be substituted for the degree requirement.
- Three years in directing public relations or marketing programs.
- Three years of progressively responsible relationship and development experience with proven success in individual, foundation, and/or corporate fund raising.
- A working knowledge of print and electronic media, ability to write and speak effectively, ability to work harmoniously with a wide variety of people, and have the knowledge of and commitment to the mission of the community colleges.
- Demonstrated sensitivity to and understanding of the diverse academic socioeconomic, cultural, ethnic, and disability backgrounds of community college students and employees.

## **Knowledge and Abilities**

Knowledge of:

- Practices, methods and procedures involved in developing, implementing and conducting public relations, strategic communications, marketing and awareness activities.
- Public relations practices procedures, techniques, and terminology.
- Policies, goals and objectives of College operations programs and activities.
- Business principles including accounting and cash flow management
- Principles, practices, and techniques involved in the research, organization, composition and design of news releases, newsletters and informational materials.
- Methods of collecting and organizing data and information
- Budget preparation and control
- Interpersonal skills using tact, patience, and courtesy
- Correct English usage, grammar, spelling, punctuation and vocabulary
- Operation of a computer, desktop publishing equipment, and assigned software.
- Record-keeping and report preparation techniques
- Public speaking techniques

Ability to:

- Develop, implement, and conduct public relations, strategic communications, marketing and awareness activities to enhance community understanding of College objectives, serves, and activities
- Manage people, resources, and stakeholders, to be flexible but firm in support of areas under one's administration, to work with large community groups, to direct volunteers, to communicate clearly both orally and in writing.
- Collaborate with agencies, institutions, and stakeholder at local, regional, state and national levels.
- Lead and demonstrate techniques associated with developing collaborative and effective partnerships
- Work with donors, alumni, and the Foundation Board in development of College resources
- Oversee the creation, coordination, and execution of fund raising events and activities
- Compose, develop and prepare communication for dissemination via speeches correspondence, talking points, announcements, and other oral or written communications for the College President.
- Research, organize, compose, and design press releases, newsletters, and informational materials for distribution to the local news media and publication in the community.
- Prepare and deliver oral and written presentations.
- Meet and confer with personnel, administrators, students and the public to obtain and determine information appropriate for publication and promotion.
- Meet and confer with faculty regarding promotion of their courses and programs.
- Serve as a liaison and coordinate communications and information between the College President, other administrators, personnel, print and broadcast media, and the public.
- Monitor legislature and city/county actions affecting College operations and activities.
- Learn College organization, operations, policies and objectives.
- Analyze situations accurately and adopt an effective course of action.
- Maintain records and prepare reports.
- Plan and organize work, working independently with little direction and meeting schedules and time lines.
- Establish and maintain cooperative and effective working relationships with others.

## Working Conditions

Environment: Office

Licenses: Valid CA Driver's License

Physical Demands: Incorporated within one (1) or more of the previously mentioned essential functions of the job description are essential physical requirements. Then ratings in the chart below indicate the percentage of time spent on each of the essential physical requirements.

Seldom—Less than 25 percent = 1  
Occasional—25-50 percent = 2

Often—51-75 percent = 3  
Very Frequent—76 percent and above

Ratings	Essential Physical Requirements
3	Ability to work at a desk, conference table or in meetings of various configurations.
1	Ability to stand for extended periods of time.
4	Ability to sit for extended periods of time.
4	Ability to see for purposes of reading printed matter.
4	Ability to hear and understand speech at normal levels.
3	Ability to communicate so others will be able to clearly understand a normal conversation.
1 or 2	Ability to lift 10 pounds.
1 or 2	Ability to carry 10 pounds.
4	Ability to operate office equipment.

**Status/Rationale**

This is a classified administrator position.

**Signatures/Approval**

\_\_\_\_\_  
(Employee's Signature)

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Supervisor's Signature)

\_\_\_\_\_  
(Date)