



# Associate Vice Chancellor of Government Relations & Strategic Communications

## Executive Management Range: I

Pending Board Approved: 09/08/2022

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*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job; however, any additional duties will be reasonably related to this class.*

### **SUMMARY DESCRIPTION**

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Under the direction of the Chancellor, the Associate Vice Chancellor of Government Relations & Strategic Communications will implement and coordinate a District-wide program of external relations, marketing, public information, community relations activities, and institutional advancement. This position serves as principle legislative policy researcher and public affairs officer, coordinating with District Legislative Advocacy consultant, and Federal, State and local agencies industry groups and legislators, and performs a variety of professional and technical services relating to District programs and operations. Serves as Chief of Staff to Chancellor, Board of Trustees and executive leadership.

### **REPRESENTATIVE DUTIES**

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*The following duties are typical for this classification.*

1. Provides leadership and guidance regarding the development of marketing and public information program for the District; develops standards for, and coordinates all aspects of marketing and public relations activities District-wide, including social media, press releases, photo opportunities, and marketing campaigns; prepares copy for District news/media releases, District newsletters, annual reports, and other publications that serve as information pieces for the communities served by the District.
2. Develops communications plan and marketing strategy, and execute objectives. Prepares and develops marketing materials and publications; internal and external communications material and District branding initiatives. Assigns staff resources to serve the colleges and district departments in order to support each entity's specific mission while maximizing cross-marketing opportunities and branding objectives.
3. Identifies grant opportunities with local, state, and federal agencies and coordinates with consultants and campus units to pursue grants that support the district's mission by providing government relations counsel and soliciting letters of support from policymakers, industry, and community partners.
4. Oversees day-to-day management of grant-funded initiatives, including College Corps (California Volunteers) and the Educational Opportunities Help Desk (Mexican Consulate in San Bernardino).
5. Serves as the district's chief brand officer ensuring that the district's brand identity, logo, visual design, and editorial voice, are well executed on the district's website, social media channels, print materials, advertisements, and public events.



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6. Serves as the primary speechwriter for the Chancellor and trustees; writes, edits, and disseminates internal communications and public service announcements on behalf of the Chancellor's Cabinet on a variety of issues that impact students, faculty, and staff; serves as editor, writer, and assignment coordinator for the district's community e-newsletter.
7. Works directly with colleges, leadership, government officials and community. Directs and supervises the work of any consultants, including but not limited to, design professionals, marketing firms, and other professional service providers.
8. Manages and interacts with consultants working on key District policy issues (e.g. public relations or advocacy-related consultants).
9. Maintains District-wide record of publicity. Researches, collects, compiles, tabulates, and/or analyzes data and materials, preparing spread sheets, reports and manuals pertinent to marketing, public relations and legislative program areas; reads, assesses and disseminates information from government publications (California Community Colleges Chancellor's Office, state entities, municipal entities, and other industry groups), and the internet websites. Provides routine management reports to the Chancellor regarding performance in those areas.
10. Serves as liaison with media to ensure the public views the organization favorably, alerts them to stories of interest, prepares appropriate press releases, and hosts them at various meetings at the District Office and the colleges, and auxiliary sites.
11. Serves as the lead media contact for the Chancellor and Trustees and acts as the District liaison and spokesperson for print and broadcast media. As a member of the Chancellor's Cabinet, provides input and counsel on strategic communications, government affairs, community relations, and marketing outreach, among other areas; develops and supports legislative and governmental relations for the Chancellor and Board of Trustees.
12. Provides responsible professional and technical assistance to the Office of the Chancellor in the evaluation of District policies and procedures; and works with staff at the District Office and the colleges to develop policy goals and objectives through the compilation of relevant data in support of recommendations.
13. Tracks regulatory issues at the federal, state and local level and provides regular written guidance to District staff; develops policy analyses and initiatives, authors position papers, and advocates on behalf of the District, or helps to prepare staff to advocate before legislative representatives, local officials state agencies, federal departments, and trade associations.
14. Assists the Chancellor in the preparation of information for the Board of Trustees, and in responses to local, state, and federal leaders of legislators; provides responses to general inquiries as needed (e.g. by government officials, academic colleagues, trade associations, and the media).



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15. Develops and maintains broad-reaching community contacts to both gather and disseminate demographic, opinion, and strategic marketing data; serves as liaison with Public Relations officer contacts at various community and civic organizations;
16. Facilitates the formation of the partnerships with cities, community organizations, non-profits, and other local, state and federal agencies; initiates and fosters positive relationships with policymakers and their staff, and provides strategic government relations counsel to the Chancellor, district, and campus leadership.
17. Directs and administers the successful implementation of the District facilities initiative related to the Local/MBE/WBE/Veterans Opportunities Program.
18. Conceptualizes, plans, and manages logistics for high-profile district special events (in-person/online) including press conferences, groundbreakings, and public forums, to garner positive attention from community leaders, policymakers, and prospective students; leads the planning of campus visits and meetings involving elected officials, and provides guidance and support for campus units hosting dignitaries and elected officials.
19. Develop graphics, manage content, and set social media strategy to amplify the district's visibility among key audiences on YouTube, Instagram, Facebook, LinkedIn, and Twitter; manage districtwide video communication production and strategy to disseminate information and resources to students, faculty, staff, and the wider community. Arranges for translation of promotional materials, publications, fact sheets, video scripts, and community presentations from English to Spanish to meet community needs.
20. Organizes and participates in outreach activities to promote long-term competitive capacity for local small contractor and subcontractors; local minority, women and veterans organizations; and other community organizations.
21. Manages and supports the Board Legislative Committee in consultation with the Chancellor and Committee Chair.
22. Attends/participates/makes presentations to the California Community College's Chancellor's Office, state entities, municipal entities, industry groups, and others to advocate for the District.
23. Regularly attends meetings of local political and community organizations, state and federal representatives, regulatory officials, and trade associates and engage in other necessary political outreach.
24. Represents the public policy interests of the district by serving on boards and commissions, such as the California Student Aid Commission, Campaign for College Opportunity Advisory Council, Inland Empire



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Community Foundation Public Affairs Table, and Civil Rights Institute of Inland Southern California, among others.

25. Performs additional duties as requested.

### **MINIMUM QUALIFICATIONS**

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*The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.*

#### **Knowledge of:**

- Pertinent federal, state, and local laws, codes, and regulations.
- Operational characteristics, services, and activities of a marketing and public relations program.
- Principles and practices of program development and administration.
- Principles and practices of marketing, public relations, and institutional advancement.
- Advanced methods and techniques of journalistic writing and reporting techniques.
- Advanced methods, procedures, programs, and techniques used to write, edit, and publish newsletters and brochures.
- Public information channels.
- Techniques and equipment used to create various forms of media and marketing material.
- Principles and practices of budget preparation and administration.
- Principles of supervision, training, and performance evaluation.
- Data collection and analysis principles.
- Business office procedures, methods, and equipment including computers and applicable software applications.
- Principles of business letter writing and basic report preparation.
- English usage, spelling, grammar, and punctuation.

#### **Ability to:**

- Interpret and apply pertinent federal, state, and local laws, codes, and regulations relating to marketing, public relations, and institutional advancement.
- Develop, implement, and evaluate goals, objectives, policies, and procedures for assigned area.
- Plan, organize, direct, coordinate, and evaluate assigned programs.
- Interact with staff and students in planning and coordinating public relations activities.
- Plan and organize work to meet changing priorities and deadlines while working with frequent interruptions.
- Oversee, direct, and coordinate the work of staff.
- Organize data, maintain records, and prepare reports.
- Demonstrate professionalism, fairness and honesty in all aspects of the performance of duties.



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- Operate office equipment including computers and applicable software applications such as desktop publishing, word processing, graphics, design, page layout, drawing, painting and database management.
- Adapt to changing technologies and lean functionality of new equipment and systems.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Travel nationally as needed.
- Work with minimal supervision.

### **Education and Experience Guidelines**

#### **Education/Training:**

- Master's degree from an accredited college or university with major course work in journalism, communications, advertising, marketing, English, public relations, or a related field.

OR

- A Bachelor's degree from an accredited college or university with a focus in political science, public policy, public relations, law or related field and eight (8) years of experience in policy research, legislation or public administration can be used in lieu of the Master's degree.

#### **Experience:**

- Six (6) years or more of policy research, legislative experience or community affairs. Successful record of interaction with key public and community leaders.
- Must have evidence of sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of community college students (E.C. 87360a).

#### **License and Certification:**

- Possession of a valid California driver's license.

#### **Preferred Experience:**

- Public information experience in community college or university.
- Experience of no less than five (5) years in supervision/management of public agency communications and/or institutional advancement.
- Comprehensive knowledge of the District's organization, operations and relevant public policy issues, including knowledge of Bond measures, Higher Education, Crisis and advocacy communications and communications with elected officials.

## **PHYSICAL DEMANDS AND WORKING ENVIRONMENT**

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

**Environment:** Work is performed primarily in a standard office setting with frequent travel for meetings and events.



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**Physical:** Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull up to 25 pounds; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

**Vision:** See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and to operate assigned equipment.

**Hearing:** Hear in the normal audio range with or without correction.