

**Executive Director  
Communication and Marketing  
Bakersfield College  
Kern Community College District  
JOB DESCRIPTION**

## **Definition**

The Executive Director reports to the College President or assigned supervisor and provides leadership, organizes and implements a comprehensive Communication and Marketing plan for the College; provides highly complex professional assistance to the College, and other management staff.

The Executive Director is responsible for overseeing and handling the areas of internal and external communications, public information, social media, College website, publications, and printed materials. The Executive Director develops marketing strategies and composes internal and external communications in partnership with College leadership.

## **Example of Duties**

1. In alignment with the College's strategic directions, plans, manages, and implements strategy for strengthening relations with community, business, media, and government stakeholders for the purpose of advancing the image of the College in the community.
2. Serve as key point of contact for neighboring businesses, institutions, residents, and others in College served communities.
3. Provide counsel to the College President regarding current and potential public relations, legislative and communication issues; monitor issues, trends, and events in the community, predicts consequences and advises the College President on planned course of action.
4. Serve as liaison to the Bakersfield College Foundation, working jointly to promote community relationships in all the locations served.
5. Develop, implement, and maintain the College Communication Plan and establish and maintain internal and external communication networks for the College and with the District Office.
6. Determine and direct the need for general College and campus specific program marketing; create and initiate marketing and promotional campaigns to meet the needs of the College.

7. Act as College spokesperson and coordinate various College experts to speak with the news media.
8. Supervise, organize, and evaluate assigned personnel, operations, budgets, and related services to ensure a high level of professionalism.
9. Participate in the planning and allocating of the departmental budget, which includes monitoring spending, approving purchases, reallocating funds, and monitoring blanket purchase orders.
10. Develop and maintain good relationships with community media organizations.
11. Manage the creation and distribution of news releases to all appropriate media, act as the liaison between faculty, staff, and media, arrange news conferences, television and radio appearances, and news interviews.
12. Responsible for College website and design, preparation, content development and distribution of all College publications and information to assure accuracy.
13. Participate in management team assignments and activities as requested by the President of the College.
14. Coordinate communications with appropriate entities to ensure visibility for joint initiatives.
15. Perform other related duties and special projects as assigned by the assigned supervisor.

### **Minimum Qualifications**

- Master's degree from an accredited educational institution or the equivalent.
- Five years of high-level management over communication and marketing with results driven leadership and management in fundraising campaigns
- Demonstrated success in effective community outreach; excellent public relations, communications, and interpersonal skills.
- Experience in, and a commitment to, public education.
- Strong analytical abilities to assess, plan and execute strategy that advances the mission and vision of the organization.
- 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:

- Principles, practices and techniques used to conduct an effective public affairs program, including public relations, strategic communications, and community/government relations.
- Practices of researching program issues, evaluating alternatives, making sound recommendations, and preparing, writing, and presenting effective staff reports.
- Issues influencing higher education and initiatives.
- Recent and ongoing developments, current literature, and sources of information related to public affairs and community relations.
- Techniques to effectively represent the College in contacts with governmental agencies, community groups, various business, professional, educational, and regulatory organizations, and with news media and the public.
- Principles and practices of administration, supervision, and training.
- Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures relevant to assigned areas of responsibility and to public higher education overall.

### Ability to:

- Manage people and processes, to work as a team member with diverse groups, 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.
- Develop, implement, and conduct media relations, strategic communications, marketing, and awareness activities to enhance community understanding of College objectives, services and activities.
- Work with College departments, faculty, staff, and students to ensure appropriate programs and activities are being promoted to potential College supporters.
- Lead and demonstrate techniques associated with developing collaborative and effective partnerships.
- Demonstrate strong planning, problem solving, and organization skills.
- Effectively manage people, resources, and stakeholders.
- Analyze situations accurately and adopt an effective course of action.
- Work independently and set goals and objectives for units that fall within the scope of this position, ultimately supporting college's goals.
- Establish and maintain collaborative and effective working relationships with those contacted in the course of work.
- Demonstrate a sensitivity to, and understanding of the diverse academic, socioeconomic, cultural, and ethnic backgrounds of community colleges students and personnel, including those with physical or learning disabilities.

## Working Conditions

Environment: Office

Physical Demands: Incorporated within one (1) or more of the previously mentioned essential functions of this job description are essential physical requirements. The 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 = 4

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.

## Status/Rationale

This is a classified administrator position.

## Signatures/Approval

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

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

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

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

Rev. 07/08/2024