

**Associate Vice Chancellor
Public Affairs and Development
District Office
Kern Community College District
JOB DESCRIPTION**

Definition

Under the direction of the Chancellor or assigned supervisor, the Associate Vice Chancellor, Public Affairs and Development develops, plans, organizes, and directs strategies to inform and influence public policy at the county, state and federal levels on issues and in areas of interest of Kern Community College District; plans, organizes, directs, evaluates, and provides overall leadership for a variety of programs and activities to develop and maintain a strong public image for the District.

Examples of Duties

1. Plan, develop, coordinate, and provide leadership for the operational functions of the District public affairs programs, activities, and initiatives to assure the viability and legality of District public affairs programs to secure funding and favorable legislative provisions and rules to benefit the District and the Colleges.
2. Serve as the District's liaison with the California Community College Systems Office, as well as county, State, and federal government agencies and legislative bodies.
3. Research, investigate, and implement opportunities to make use of federal, State, and local funds to support Kern Community College District activities.
4. Mediate and/or advocate for Kern Community College District interests and build relationships with other local, state, and national organizations and entities whose functions affect Kern Community College District.
5. Advocate with federal and State officials concerning the interests of the District and the functional impact of proposed legislation; suggest modifications as appropriate.
6. Provide leadership, management, and strategic direction in promoting community relations within the District and its communities.
7. Assist the Chancellor and Presidents in developing strategies to further strengthen the scholarly and creative profile of the District and Colleges by developing and fully deploying sources of support to advance this goal.

8. Provide 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 for the communities served by District.
9. Secure, manage, and direct community partnership initiatives designed to support District and College strategies and goals.
10. Assist the Colleges with planning, developing, and implementing relationships with local, State, and national government entities.
11. Serve as the administrator for public affairs and development. Oversee and coordinate College legislative programs, public affairs, and relationship building.
12. Serve as a member of the Chancellor's Cabinet.
13. Other job-related duties as assigned.

Qualifications

- Master's degree in Communication, Management, Political Science or related field.
- Minimum of five (5) years relevant Communications or Government Relations experience in higher education, non-profit organization, or Government entity.
- Demonstrated sensitivity to and understanding of diverse academic, socioeconomic, cultural, ethnic, and disability backgrounds.

Knowledge and Abilities

Knowledge of:

- Marketing strategies and techniques.
- Principles and practices of effective public, community, and media relations.
- Principles and techniques of interviewing, speech-writing, editing, and proofreading.
- Techniques of preparing, producing, and disseminating information using all major communication media.
- District organization, operations, programs, policies, procedures, philosophy, mission, goals, and objectives.

Ability to:

- Understand and interpret applicable local, state, and federal laws, rules and regulations, including the State Education Code.
- Analyze and evaluate sensitive situations accurately, using good judgment to determine relations consequences and recommend effective courses of action.
- Understand the legislative process at the local, state and national levels.

- Communicate effectively in writing and orally.
- Establish and maintain effective and cooperative working relationships with others.
- Establish schedules and meet deadlines.
- Plan and implement an effective public and government relations program.

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 Often—51-75 percent = 3
 Occasional—25-50 percent = 2 Very Frequent—76 percent and above = 4

Ratings	Essential Physical Requirements
4	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.
4	Ability to communicate so others will be able to clearly understand a normal conversation.
2	Ability to lift 10 pounds.
2	Ability to carry 10 pounds.
3	Ability to operate office equipment.

Status/Rationale

This is a classified administrator position.

Signatures/Approval

 (Employee's Signature)

 (Date)

 (Supervisor's Signature)

 (Date)