

Director, Public Affairs
District Office
Kern Community College District
JOB DESCRIPTION

Definition

Under the direction of the Vice Chancellor of Education Services or assigned supervisor, plans, organizes and implements a comprehensive public and government affairs relations program for the District; ensures that assigned programs meet all applicable laws, regulations and District policies; serves as the District's representative and spokesperson to local, state, and federal officials, provides highly complex professional assistance to the Chancellor's Office, and other management and District staff in areas of expertise; fosters cooperative working relationships with District division and departments, public, private, intergovernmental and regulatory agencies and the public.

Examples of Duties

1. Plans, manages and implements District-wide strategy for strengthening relations with community, business, media, and government stakeholders.
2. Cultivates relations with the news and educational trade media; responds to information requests and interviews in a timely manner; develops editorials in media to promote District initiatives and policy positions; arranges and conducts meetings with editorial boards to secure support of District initiatives.
3. Provide counsel to the Chancellor, Board of Trustees, administrators regarding current and potential public relations, legislative and communication issues; Monitor issues, trends and events in the community, predicts consequences and advises the Chancellor on planned courses of action.
4. Organize and direct KCCD's legislative efforts; develop and maintain an active, cooperative relationship and communication network with federal, state and local elected officials, their staff members and representatives of state organizations; seek support for district-wide issues and funding from legislators and state organizations; represent the District at appropriate legislative and state organization meetings and hearings.
5. Research issues and develop position papers on legislative and related issues affecting the District; develop and implement programs to increase the District's voice in legislative activities and advocacy networks.

6. Represent the district on local, state and national planning committees and boards; represent the District at various functions and activities.
7. In collaboration with other staff members, cultivates relationships with chambers of commerce, regional organizations, legislators, and community stakeholders to promote the District and its interests.
8. Assist in the coordination of external outreach efforts, and forge partnerships with key community-based organizes, community leaders, governmental entities and economic/business interests to maintain a visible and active presence on behalf of the District within its constituent communities.
9. Develops and monitors program budget (s); forecasts additional funds needed; directs the monitoring of and approves expenditures; recommends necessary adjustments.
10. Develops and implements goals, objectives, policies and priorities for assigned programs.
11. Perform related duties as assigned.

Minimum Qualifications

Any combination equivalent to: bachelor's degree in public affairs, journalism, English, communications or related field and three years increasingly responsible experience in public affairs or governmental relations work.

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 and presenting effective staff reports.
- Principles, practices and procedures related to media relations, reporting, news writing, and pitching newsworthy stories.
- Recent and ongoing developments, current literature, and sources of information related to public affairs and community relations.
- Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures relevant to assigned areas of responsibility and to public higher education overall.

- Techniques to effectively representing the District in contacts with governmental agencies, community groups, various business, professional, educational, and regulatory organizations, and with news media and the public.
- Budget preparation and control.
- Public speaking techniques.
- Report-writing and record-keeping techniques.
- Oral and written communication skills.
- Principles and practices of administration, supervision and training.
- Interpersonal skills using tact, patience and courtesy.
- Operation of a computer and assigned software.

Ability to:

- Plan, organize and implement comprehensive public affairs program, and legislative programs/plans.
- Provide and coordinate information to District administrators, employees, the public and media regarding a variety of District programs, policies, events, and activities.
- Work confidentially with discretion.
- Communicate effectively both orally and in writing.
- Interpret, apply and explain rules, regulations, policies and procedures.
- Establish and maintain cooperative and effective working relationships with others.
- Operate a personal computer with proficiency.
- Analyze situations accurately and adopt an effective course of action.
- Meet schedules and time lines.
- Work independently with little direction.
- Prepare comprehensive narrative and statistical reports.
- Direct the maintenance of a variety of reports and files related to assigned activities.
- Effectively interact with persons of diverse socioeconomic and ethnic backgrounds.

Working Conditions

Environment: Office

Licenses: Valid California driver's license.

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
4	Ability to work at a desk, conference table or in meetings of various configurations.
3	Ability to stand for extended periods of time.
3	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)