

PERALTA COMMUNITY COLLEGE DISTRICT - June, 2009

CLASSIFIED MANAGEMENT JOB DESCRIPTION

**EXECUTIVE DIRECTOR FOR MARKETING, PUBLIC RELATIONS
& COMMUNICATIONS
(Management Salary Range 3)
Job Code: 870**

CLASS PURPOSE

Under the direction of the Chancellor, this position is responsible for developing a strategic marketing plan, integrating functions of public information, public relations with advertising, publications and news service.

EXAMPLES OF ESSENTIAL DUTIES:

Any one position may not include all of the duties listed nor do listed examples include all tasks which may be found in positions of this class. To perform this job successfully, an individual must be able to perform each essential duty of the position satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions required for the position.

- Establishes and develops external communications with news media and the public, developing marketing campaigns for Fine Arts performances, vocational programs, athletic activities, other special events, and high school recruitment in consultation with college Deans and the Director of Enrollment.
- Covers District Board of Trustees meetings and district-wide meetings as press information officer.
- Reviews and approves all college advertising and publicity.
- Supervises the publication of schedules, catalogs, brochures, web sites, television and radio ads.
- Develops internal and external newsletters.
- Coordinates district-wide promotional activities.
- Performs other duties appropriate for the public awareness and institutional development of the colleges as assigned by the Chancellor.

MINIMUM QUALIFICATIONS

1. Minimum five years professional public relations, journalism or marketing communications work experience, including management of a professional writing/design staff and of a comprehensive communication program involving publications, media relations, advertising, and public relations.
2. Photography, word processing and/or desktop publishing experience.

Job Description: Executive Director, Marketing, PR & Communications

3. Professional writing and editing experience and extensive work with others, such as photographer, graphic designers and printers, including managing projects from concept to final production and distribution.
4. Bachelor's Degree with a major in public relations, journalism, marketing or related communications field, or the equivalent.
5. Understanding of, sensitivity to and respect for the diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of Peralta Colleges' students, faculty, staff and community.

ENVIRONMENTAL DEMANDS

Occasional work performed alone. Constant work around and with other people.

PHYSICAL ABILITIES

The physical demands described here are representative of those that must be met by an individual to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions. Typical physical abilities for this position are:

- Prolonged and frequent sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting and stooping
- Moderate to heavy usage of hands in grasping, repetitive hand movement and finger coordination in keeping records and preparing reports using a computer keyboard.
- Speech and hearing to communicate effectively in group settings and by telephone to students, faculty, staff, and others.

Revised: 5-23-13