

**Director of College Relations**  
(Classified Management)

**THE POSITION** Under the direction of the President/Superintendent, direct and develop marketing strategies to promote the College and its programs; responsible for public and media relations and external and internal communications. The position may require some night and weekend work.

**EXAMPLES OF DUTIES AND RESPONSIBILITIES**

Direct District's marketing activities, develop marketing plans and advertising campaigns to answer strategic needs, utilize appropriate media.

Assist divisions, departments, and the Ohlone College Foundation to develop and implement marketing strategies, including publications, advertising, event coordination, and promotions.

Serves as District Public Information Officer; Oversees writing of professional press releases, feature stories, articles, speeches, scripts, and public service announcements for announcing college business, events, human and college interest stories, college anniversary celebrations, etc.;

Manages public image of the District through regular media placement of stories about the college, including press conferences and Board actions.

Develop and foster and maintain good media and public relations in the community and with representatives of the press and media;

Promote, coordinate, and implement program specific marketing campaigns for vocational and academic programs, athletic, fine arts, and other special events and activities as assigned;

Assist Office of the President with District-wide or other internal communications.

Serve as first point of contact for media information about news events or college business. Administer the College's public information programs including: news media relations (news bureau) and public relations activities, which inform the general public about college programs and services. Publicize student and staff achievements to local and national professional associations and publications;

Cover District Board of Trustees and other District/College meetings as public information officer;

Develop methods to evaluate, measure, and quantify the effectiveness of advertising and marketing programs and strategies; maintain statistics and related data to develop reports;

Manage advertising and printing budgets;

Provide appropriate supervision of staff assigned to office;

Establish collaborative working relationships with various department managers, faculty, staff, and with community members and organizations; represent the College at various functions;

Establish and maintain suitable communications guidelines for the district, review all external communication publications for conformity;

Assist President with other duties as assigned.

**DESIRABLE QUALIFICATIONS**

A bachelor's degree in marketing, public relations, journalism, or related discipline, plus four years of increasingly responsible experience in marketing, news media, public relations, or related field, and experience working in the field of higher education.

**Director of College Relations** (cont.)

**Knowledge** Professional knowledge of developing marketing plans, media processes, and advertising techniques; principles of marketing, media relations, public relations, and advertising communications; statistical analysis; principles of leadership, management and supervision; budget preparation; excellent command of English composition, spelling, grammar and editing skills.

**Skills and Abilities** Strong organizational skills; prepare and write news releases, speeches and develop brochures, catalogs, class schedules, etc.; handle difficult and sensitive issues and problems and resolve conflicts; interact effectively with the public and at all levels of college employees and management; maintenance of media mailing lists; excellent oral presentation and writing skills often used on critical or controversial issues; coordinate graphic/printing jobs; able to use modern office equipment; proficient in computers and software applications.

**License Requirements** A valid California Motor Vehicle Operator's License to be maintained throughout employment.

**Special Requirements:** *Essential duties require the following physical abilities and work environment:* Ability to work in a standard office environment; availability for evening and weekend work.