

CLASSIFICATION SPECIFICATION

Director of Government and Community Relations

FT/PT Class Code: 3130, 3630 Pay Grade: B/C 24 FLSA: Exempt Est. 12/12/18

SUMMARY STATEMENT: This position acts as the government and community representative and liaison for the vice president for strategic communication and marketing and is responsible for creating and revising speeches, performing research, and directing logistics for high level initiatives.

NATURE AND SCOPE:

An incumbent in this position reports to the vice president for strategic communication and marketing. An incumbent creates and revises drafts of speeches and other documents to present the College's point of view to executive-level College constituencies. Typical contacts include: the president, senior executive and management staff, employees throughout the College, government officials, agencies, and business and community leaders.

PRINCIPAL ACCOUNTABILITIES:

An incumbent may perform any combination of the below listed accountabilities:

1. Writes and edits drafts of speeches, talking points and public remarks for the vice president for strategic communication and marketing and assists with the oversight of internal and external communications.
2. Supervises, develops, and manages government, community, social media and board of trustee communication.
3. Coordinates timely and accurate responses and information to College constituencies.
4. Handles requests from government, business, and community leaders and acts as a liaison for the vice president for strategic communication and marketing. Speaks on behalf of the administration when assigned.
5. Ensures accessibility for government and community leaders and assists in the scheduling and arrangement of events that involve the president, Board of Trustees, President's Council and other high level business and community leaders.
6. Identifies, gathers, and analyzes information required to create the message that the vice president for strategic communication and marketing wants to convey and determines the best method for communicating the message.
7. Analyzes project requirements and audience needs and ensures that the message is consistent with the College mission, values, key initiatives, communications goals and brand.
8. Serves as a resource person to the vice president for strategic communication and marketing, including researching, compiling, and analyzing data for reports and special assignments such as the College's budget presentations, In-Service presentation, and others.

PRINCIPAL ACCOUNTABILITIES, cont'd:

9. Performs other related duties as required.

KNOWLEDGE, SKILLS, AND ABILITIES:

- ◇ Knowledge of speech writing practices and techniques.
- ◇ Knowledge of current affairs topics and issues, especially as related to higher education and community college activities.
- ◇ Knowledge of communications and public relations principles and practices.
- ◇ Skill in written communication, including proficiency in gathering and interpreting information and turning it into accessible, compelling speeches and other written materials.
- ◇ Skill in identifying audience needs and in tailoring messages to specific audiences.
- ◇ Strong interpersonal, communication and presentation skills.
- ◇ Proficiency in the use of word processing, spreadsheet, and presentation software programs (e.g. Microsoft Word, Excel, and PowerPoint).
- ◇ Ability to research, analyze and integrate diverse information from varied sources.
- ◇ Ability to maintain confidentiality and to be discreet.
- ◇ Ability to work both independently and as part of a team.
- ◇ Ability to work under tight deadlines and under pressure.

MINIMUM QUALIFICATIONS:

- ◇ Bachelor's degree in English, Journalism, Marketing or other related field and four (4) years of relevant experience, to include extensive experience in communicating with federal, state, county, and municipal government officials and executive level stakeholders, as well as experience in gathering, organizing, and formatting information and in public speaking and writing.