



POSITION DESCRIPTION

Executive Director of Chancellor's Office Strategic Initiatives

An Administrative Position
Grade AC – Salary Schedule 20

A. General Statement

Reporting to the Chancellor, this position is responsible for overseeing and coordinating a variety of complex and sensitive assignments that have a Districtwide impact and serves as the Chancellor's liaison to internal and external stakeholders, as assigned. This position is responsible for the administrative coordination of the Chancellor's Office and for policy development and recommendation, for the districtwide coordination of public information, community and government relations; legislative activities; relations with and support of the Board of Trustees.

B. Duties & Responsibilities

The duties below are representative of the duties of the classification and are not intended to cover all of the duties performed by the incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related, or a logical assignment to this classification.

Provides oversight and follow-up on all materials from all segments of the District for the Board of Trustees, including reports, packets and meetings preparation.

1. Responsible for disseminating information about the District to employees, the news media and the community, and for assuring that a coordinated, comprehensive public information and marketing program is developed and maintained. Has understanding of and communicates complex issues to District stakeholders, to include students, staff, faculty, community, and government agencies. Has ability to respond to cultural, social, and governmental needs.
2. Under direction of the Chancellor, serves as the official district spokesperson to news media representatives on district issues.
3. Plans and coordinates the preparation of official publications of the district, including community and staff newsletters, board meeting summaries, news releases, fact sheets, and miscellaneous publications.
4. Monitors the status of district-community relationships and reports on the effect that various Board policies, programs, and practices could have on these relationships.
5. Supports Chancellor in developing relationships with the community and all levels of government to secure support which promotes the goals and objectives of the District.
6. Monitors state and federal legislation which is of concern to higher education in general and the San Mateo County Community College District in particular, and develops position statements for consideration by the Chancellor and the Board of Trustees. Under direction of the Chancellor,

informs state and federal legislators of the official district position on matters of concern to the district.

7. Supports, within the District's consultation process, the development of districtwide policies in response to state and federal law, Board action and labor contracts.
8. Coordinates, under the direction of the Chancellor, a number of special projects requiring in-depth analysis in such areas as demographics and planning, personnel and administrative organization, asset management and surplus property studies, marketing and public relations, etc. Serves as the Chancellor's representative on selected internal committees or councils, and at selected community meetings.
9. Creatively develops solutions to a wide range of problems, utilizing tact and foresight to identify and resolve potential situations before they arise, and is able to collaborate and form alliances to develop solutions.
10. Performs the following routine tasks for the Chancellor: prepares Board reports on a variety of topics; develops strategies for responding to public issues/concerns; handles sensitive correspondence, routine questionnaires, and non-personnel complaints which are directed to the Chancellor's Office; and arranges districtwide special events and seminars, as needed.
11. Under the direction of the Chancellor, monitors, expedites, and reports on matters relating to the activities and responsibilities of the Office of the Chancellor.
12. Coordinates membership of Educational Housing Corporation and Citizens' Bond Oversight Committee and ensures committees reflect statutory membership requirements and identifies and recruits members as needed.
13. Developments and maintains liaison between the Chancellor and other District Office units and the colleges, as appropriate.
14. Supervises Chancellor's Office support staff.
15. Perform other duties as assigned by the Chancellor.

C. Requirements

1. Possession of a bachelor's degree from an accredited institution OR an acceptable equivalent of education and experience
2. At least three years of full-time managerial experience related to the administrative assignment.
3. Demonstrated cultural competence, sensitivity to and understanding of the diverse academic, socioeconomic and ethnic backgrounds of community college students, faculty and staff and stakeholders in the surrounding communities

D. Knowledge, Skills & Abilities

1. Ability to develop positive and effective working relationships with such groups as the Board of Trustees, the Chancellor, College Presidents, faculty, staff, students, and governmental and community representatives

2. Skill in respectful and sensitive communication with people who are diverse in their cultures, language groups and abilities; sensitivity to the value in, and issues related to, successfully serving a culturally diverse student population
3. Knowledge of the philosophy, mission, and goals of the community college
4. Knowledge of District demographics and applicable policies and procedures related to marketing
5. Knowledge of public policy issues as they relate to education
6. Knowledge of state and federal laws, such as Title 5, Education Code, and Government Code, as well as policies, programs, regulations and services related to education
7. Skill in the development and implementation of marketing and public relations programs
8. Skill in analyzing data and information from diverse sources to create comprehensive plans and to provide appropriate interpretation of federal, state, and local laws and regulations
9. Skill in the use of computerized information and systems and their use in analysis and reporting
10. Ability to identify problems, develop alternative solutions, make decisions, and achieve consensus on a course of action in a complex and multi-disciplinary environment.
11. Ability to develop and manage budgets
12. Skill in organizing and prioritizing workload to effectively meet scheduled deadlines
13. Skill in oral communication, including public speaking
14. Skill in written communication
15. Skill in directing, coordinating, and evaluating the work of others
16. Demonstrated skills in working successfully with a team of employees to establish goals, motivate, evaluate, and meet deadlines
17. Ability to provide leadership to, and work effectively as part of, an educational leadership team