



# SAN MATEO COUNTY COMMUNITY COLLEGE DISTRICT

Cañada College ♦ College of San Mateo ♦ Skyline College

## GENERIC POSITION DESCRIPTION

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### EXECUTIVE DIRECTOR OF COMMUNITY AND GOVERNMENT RELATIONS

An Administrative Position (Exempt Status)  
Grade AC

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#### A. General Statement

The Executive Director of Community and Government Relations reports to the Chancellor and will manage public affairs, government, media and community relations, oversee employee housing, committee coordination, county wide strategic initiative and partnerships, and coordination of legal counsel and other duties as assigned.

#### B. Duties & Responsibilities

The duties below are representative of the duties of the classification and are not intended to cover all the duties performed by the incumbent. 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.

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.
2. Coordinates the Directors of Community Relations and Marketing at the three campuses to ensure cohesive messaging across the District.
3. Under direction of the Chancellor, serves as the official district spokesperson to news media representatives on district issues.
4. 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.
5. Monitors the status of district-community relationships and reports on the effect that various Board policies, programs, and practices could have on these relationships.
6. Monitors state and federal legislation that 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. Prepares monthly status reports on legislative activity; arranges and participates in meetings with local legislators and staff.
8. Negotiates redevelopment agreements with agencies within the County in order to provide fiscal and programmatic benefits for the colleges and the district. Monitors existing agreements and programs jointly undertaken with redevelopment agencies (e.g. affordable housing program for college employees;

establishment of satellite centers, etc.). Maintains relationships with cities and redevelopment agencies within the county to ensure that college interests are best served by the local agencies' policies and practices.

9. Responsible, within the district's consultation process, for development of districtwide policies in response to state and federal law, Board action, and labor contracts. Assures that District Rules and Regulations are comprehensive and current; reviews, on a rotating basis, all chapters of Rules and Regulations for accuracy and completeness.
10. 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.
11. 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.
12. Under the direction of the Chancellor, monitors, expedites, and reports on matters relating to the activities and responsibilities of the Office of the Chancellor.
13. Serves as a member of the Chancellor's Council and other committees as assigned by the Chancellor.
14. Develops and maintains liaison between the Chancellor and other District Office units and the colleges, as appropriate.
15. Convenes, coordinates, leads and develops reports and presentations for committees as assigned by the Chancellor, including the bond oversight committee and housing corporation meetings. Ensures membership of committees reflect statutory membership requirements and identifies and recruits members as needed.
16. Serves as District's accreditation liaison with the colleges for matters associated with the District accreditation standards and coordinates District responses.
17. Supervises Chancellor's Office support staff.
18. Perform other duties as assigned by the Chancellor.

### **C. Requirements**

1. Possession of a Bachelor's degree from an accredited institution
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.

### **D. Knowledge, Skills & Abilities**

1. Knowledge of the philosophy, mission, and goals of the community college
2. Knowledge of district demographics and applicable policies and procedures related to marketing
3. Knowledge of public policy issues as they relate to education
4. 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 higher education
5. Skill in the development and implementation of communications and public relations programs
6. 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
7. Skill in the use of computerized information and systems and their use in analysis and reporting

8. Ability to identify problems, develop alternative solutions, make decisions, and achieve consensus on a course of action in a complex and multi-disciplinary environment.
9. 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
10. Skill in strategic planning techniques and methodologies, including facilitation of group planning activities
11. Skill in oral communication, including public speaking
12. Skill in written communication
13. Skill in directing, coordinating, and evaluating the work of others
14. Demonstrated skills in working successfully with a team of employees to establish goals, motivate, evaluate, and meet deadlines
15. Ability to provide leadership to and work effectively as part of an educational leadership team

5/2023