VENTURA COUNTY COMMUNITY COLLEGE DISTRICT

CLASSIFICATION TITLE: DIRECTOR OF COMMUNICATIONS AND CHIEF OF STAFF

BASIC FUNCTION:

Under the general direction of the Chancellor, the Director of Communications and Chief of Staff serves as the primary liaison to the Chancellor with responsibility for coordinating communications between the Board of Trustees, Chancellor, colleges, staff, and the community. The position also directs, coordinates, and oversees a variety of administrative, analytical, and communication activities for the Office of the Chancellor.

REPRESENTATIVE DUTIES:

Perform high level analysis and advise the Chancellor on a broad range of complex issues; identify issues that may impact the District, including existing and proposed federal, state, and local legislation and assist the Chancellor in identifying and executing appropriate courses of action, including developing policy language to reflect the position of the Board and District on matters of local and statewide policy; advise the governing board, Chancellor, and district administrators on regulations, policies, procedures, and pending legislation. E

Assist the Chancellor with the development and maintenance of the District’s strategic plan as it pertains to the governing board’s goals and objectives; implement and monitor district-wide activities related to the strategic plan; coordinate governing board and Chancellor strategic planning and evaluation activities, including review and modification of district-wide goals; direct the annual review of Board goals and objectives and facilitate success measurement activities to establish new goals and areas for improvement. E

Provide administrative leadership for district-wide accreditation-related activities and initiatives in collaboration with the colleges; serve as the District Accreditation Liaison Officer (ALO) with the Accrediting Commission for Community and Junior Colleges (ACCJC) and in collaboration with the colleges. E

Serve as primary media spokesperson for the district; develop communication pieces such as newsletters, news briefs, Chancellor's updates, profiles, and reports. E

Coordinate and develop media relations and marketing services for the District utilizing newspapers, radio, television, websites, social media, and other media; establish and develop network relations to facilitate community support for the District’s actions and objectives. E

Plan, direct, and supervise the operations of the Office of the Chancellor, including designated staff, to ensure a timely response to the needs and requests of the governing board, Chancellor, staff, and community; coordinate the formal flow of communication between the governing board, Chancellor, colleges, staff, and community. E

Oversee the development of the agenda for governing board meetings in accordance with applicable laws; ensure all legal document filings are accomplished in a timely manner; prepare transmittals to the Board and write issue status reports; communicate Board agenda concerns to appropriate staff and coordinate responses for meeting preparation. E
DIRECTOR OF COMMUNICATIONS AND CHIEF OF STAFF (continued)

Attend all meetings of the governing board, cabinet, Chancellor's staff, and others to ensure that the flow of communication with the Board and the execution of assignments are timely and accurate; facilitate discussion and analyze the impact of internal and external decisions on students, staff, faculty, and the community. 

Develop and maintain District policies and administrative procedures as requested by the Chancellor. 

Develop and maintain a communication and community participation plan and process designed to foster understanding between the Board, the District Administrative Center staff, the colleges, and constituents and between local legislators, county executives, and the governing board. 

Research and compile information for speeches, presentations, biographical sketches, and candidacy brochures for election to state and national boards and committees. 

Represent the Board and Chancellor’s interests as directed, including participating on committees and attending meetings and events within the community. 

Perform other duties as assigned.

EDUCATION AND EXPERIENCE:

Any combination equivalent to a Master’s degree in business, communications, public administration, or related field and three years of experience developing, promoting, and facilitating a communications program for a public legislative body, including experience directing and supervising an executive office of a large organization

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Activities and operations of local, state, and federal legislative bodies
Information resources, such as Board Policy Manual, Title V California Code of Regulations, California Education Code, and related laws and regulations
Public relations principles, practices, and techniques
Public speaking techniques
Functions and operations of an administrative office
District organization, operations, policies, and objectives
Methods and techniques of research, analysis, and data-driven decision making
Media functions and relations
Principles of supervision, training, and performance evaluation
Principles of strategic planning
Office procedures, methods, and equipment
Office productivity computer applications including word processing, spreadsheet, email, presentation, and database applications
Principles of English grammar, spelling, and composition
Principles of business letter writing and report preparation
Principles and procedures of record keeping
ABILITY TO:

Represent the Chancellor and the Board on local and legislative matters
Interpret and apply applicable federal, State, and local policies, laws, and regulations
Develop and administer goals, objectives, and procedures
Plan, organize, direct, and coordinate the work of staff
Analyze and evaluate programs, policies, and operational needs
Identify and respond to sensitive community and organizational issues, concerns, and needs
Improve and facilitate organizational change
Make difficult decisions which may have districtwide impact
Analyze situations accurately and adopt an effective course of action
Exercise initiative and independence of judgment and action
Manage and coordinate multiple projects simultaneously
Operate office equipment, including computers and supporting word processing, spreadsheet, email, and database applications
Prepare and deliver effective oral presentations
Communicate effectively, both orally and in writing
Work independently and as part of a team
Communicate policies, guidelines, regulations and laws to staff, students, and the public
Establish and maintain effective working relationships with those encountered in the course of work
Read, interpret, apply, and explain laws, regulations, policies, and procedures
Prepare clear, concise, and comprehensive reports
Prepare clear and comprehensive reports and maintain complex records
Work confidentially with discretion
Lead, motivate, train, supervise, and evaluate staff
Research, collect, compile, and analyze information
Produce documents and publications from ideas to completion
Demonstrate sensitivity to individuals with diverse cultures, languages, ethnic, and socioeconomic backgrounds

WORKING CONDITIONS:

ENVIRONMENT:

Office environment with frequent interruptions

PHYSICAL ABILITIES:

Hearing and speaking to communicate with others
Sitting for extended periods of time
Seeing to screen, interpret, and prepare materials for the Chancellor, governing board, and others as appropriate
Reaching to file and maintain documents, reports, and publications