

## POSITION DESCRIPTION

### Communications Supervisor

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**Position** ..... Communications Supervisor  
**Department/Site** ..... Communications and External Relations  
**FLSA** ..... Exempt  
**Evaluated by** ..... Executive Director of Communications and External Relations  
**Salary Range** ..... 12

#### **Summary**

Under the direction of the Executive Director of Communications and External Relations, the Communications Supervisor oversees, plans and implements digital communications, print communications, and publications activities in support of the District's communications, and external relations goals. Performs daily duties with a high degree of independence and minimal oversight, and provides essential writing and editing support to the Communications and External Relations, and Protocol and Governmental Relations offices.

#### **Essential Duties and Responsibilities**

- Develops and prepares executive-level communications.
- Responsible for the production and scheduling of executive-level communications.
- Prepares the Board Highlights publication.
- Provides editorial oversight and creative direction for print, online, and web publications. Reviews documents for accuracy, completeness, and conformance to applicable rules and regulations.
- Integrates social media efforts with both online and traditional communication channels.
- Implements activities in support of media relations activities, marketing/branding, events, and production of District publications, including writing and editing.
- Coordinates digital communication efforts throughout the District.
- Creates content for online and social media communications.
- Conducts research and compiles data and other information.
- Develops cost analyses and oversees expenditures to coordinate successful Districtwide public information marketing campaigns and provide state-of-the-art communications for the District.
- Coordinates contracts and acts as a liaison for all publication activities.
- Assists in the coordination of the District's website, managing story content and other updates as necessary via the homepage including emergency communications.
- Engages in efforts to increase the visibility and use of the District's social media program.
- Creates an atmosphere of collegiality and supports the goals of participatory governance including serving on campus governance committees.
- Supervises and evaluates classified staff in the Communications and External Relations Office including, but not limited to, all graphic designers and publication specialists.
- Resolves conflicts.
- Ensures compliance with local, state, and federal regulations.
- Performs other duties as assigned that support the overall objective of the position and the District's mission and philosophy.

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#### **Knowledge, Skills and Abilities**

- Requires working knowledge of marketing and external relations particularly as related to public colleges.
- Requires working knowledge of a variety of social media platforms.
- Requires working knowledge of digital communications.
- Requires ability to effectively engage in public speaking.
- Requires ability to engage in short-term and long-term planning
- Requires working knowledge of how various media outlets operate.
- Requires working knowledge the effective use of social media.
- Requires a working knowledge of, and skill at, the logistics involved in scheduling and participating in a variety of activities on and off-campus.
- Requires management skills in budget formation and administration.
- Requires ability to interpret, apply and explain rules, regulations, policies and procedures.
- Requires a working knowledge of computer database and tracking system software as well as knowledge of commonly used office equipment and software programs.
- Requires the ability to communicate effectively, in English, with a diverse population both orally and in writing.
- Requires the ability to carry out the essential functions of the position with only general direction.
- Plan, organize, and prioritize work.
- Meet schedules and timelines.
- Ability to work effectively in a shared governance environment.
- Ability to effectively supervise assigned staff.
- Ability to provide customer support from a management level.
- Ability to provide customer service protocol with a customer service-oriented priority.
- Sensitivity to, understanding of, and respect for the diverse academic, socioeconomic, ethnic, religious, cultural background, disability, and sexual orientation of community college students, faculty, and staff.

#### **Education and Experience**

- Possession of a bachelor's degree in a field related to the position, and two years of experience creating and managing digital and print marketing initiatives and publication.

#### **Licenses and Certificates**

- Requires a valid driver license.