

**SEPTEMBER 2017**  
**FLSA: EXEMPT**  
**SALARY GRADE: R**  
**CBA DESIGNATION: CLASSIFIED MANAGEMENT**

**RIVERSIDE COMMUNITY COLLEGE DISTRICT**

**DIRECTOR, STRONG WORKFORCE STRATEGIC COMMUNICATIONS AND MARKETING**

**BASIC FUNCTION:** Under the supervision of area administrator, plans and directs all aspects of creating and managing the regional Strong Workforce Program communication and marketing efforts, including project management of the region's Career Technical Education (CTE) Rebranding and Marketing Campaign.

**SUPERVISORY RESPONSIBILITIES:** Provides supervision and direction to assigned classified staff, short-term employees and student workers

**REPRESENTATIVE DUTIES (*Illustrative Only*):**

1. Provides leadership for an aggressive public education and marketing campaign to inform Inland Southern California of career technical education programs available under the Strong Workforce program; defines and positions the 12 regional community colleges as trusted providers of high quality, affordable job training programs.
2. Organizes and supervises day-to-day operations of the Regional CTE Rebranding and Marketing Campaign including paperwork processing, records maintenance, instructor support, invoicing, and data reporting at the district, state, and federal levels.
3. Provides general leadership in the communication and marketing, inter-agency coordination, and processes pertinent to CTE.
4. Manages submission and invoicing of pertinent documents, and required record retention.
5. Generates reports and distributes as required; provides the Inland Empire/Desert Regional Consortium (IE/DRC) Chair and the IE/DRC governing bodies with all data and information needed for reporting.
6. Collaborates with union, non-union, college, district, community, state, county, regional, and industry groups to create, maintain, and support communication and marketing programs.
7. Communicates, presents, and responds to questions about the CTE Rebranding and Marketing Campaign from faculty, staff, students and the public via appointment, phone, email, and in person.
8. Interprets and communicates relevant policies, procedures, and regulations for faculty, students, staff, industry partners, and community members.
9. Maintains current knowledge of computer systems, college and district policies, and state regulations and guidelines
10. Serves on college committees as requested.
11. Performs other duties, related to the position, as assigned.

**EDUCATION AND EXPERIENCE:** The equivalent of a Bachelor's degree from an accredited institution and a minimum of three years of formal training or leadership experience reasonably related to this assignment in a workforce training and/or Career & Technical Education environment required. Public Relations or marketing experience, as well as experience in grant-funded project management, are preferred.

**LICENSES/CERTIFICATIONS REQUIRED:** None

**KNOWLEDGE OF:**

- The mission of California Community Colleges;
- Career and technical education within the community colleges;
- Student and industry engagement strategies;
- Effective allocation of resources;
- Grant management, particularly regulations regarding expenditures and compliance;
- Communication and marketing strategies and best practices;
- Staff, organizational and developmental models;
- Instructional technology and active-learning strategies;
- Word processing and electronic spreadsheet software.

**ABILITY TO:**

- Represent Regional Community Colleges to regional community;
- Exercise judgment and initiative;
- Effectively use project management and time management skills;
- Demonstrate strong initiative, innovative thinking and adaptability;
- Use team building, leadership and organizational skills;
- Work effectively with faculty, administrators, staff, and representatives from outside organizations; relate well and work effectively with students, faculty, staff, the community, and industry representatives of diverse backgrounds; demonstrated ability to work effectively in a participatory manner with all segments of the college community and community at large;
- Lead, implement and manage change;
- Interpret and uniformly implement district policies and procedures and the college bargaining agreements;
- Communicate effectively and persuasively orally, in writing, and using technology;
- Integrate diversity in the College's instructional program;
- Apply an exceptional level of creativity and initiative.

**CONTACTS:** Partners, colleagues and other college/district personnel, faculty, students, businesses, union and non-union labor groups, industry associations and consortiums, government agencies, and employment agencies.

**PHYSICAL DEMANDS:** Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 25 pounds. Will require occasional travel.

**ENVIRONMENTAL ELEMENTS:** Employee works in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances.

**OTHER:** Must have evidence of sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of community college students (E.C. 87360a).

**EXEMPT POSITION:** This is an exempt position and is not subject to overtime.

The Riverside Community College District is an equal opportunity employer and recognizes the need to provide reasonable accommodations to employees with disabilities. For more information, contact (951) 222-8039.