

Position Duty Statement

Date: February 20, 2025	Name of Incumbent: VACANT
Civil Service Title: Vice Chancellor of Communications	Position Number: 364-300-7500-001
Working or Job Title: Vice Chancellor of Communications	Division/Unit: Office of Communications & Marketing
Supervisor's Civil Service Title: Career Executive Assignment (C.E.A.)	Location: Sacramento, CA
Supervisor's Working Title: Deputy Chancellor	Work Hours/Shift: Full Time
Conflict of Interest Disclosure Category: <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> 2 <input checked="" type="checkbox"/> 3 <input type="checkbox"/> 4 <input checked="" type="checkbox"/> 5 <input type="checkbox"/> N/A	License or Other Requirement: N/A

Supervises:

(1) Director of Communications

You are a valued member of the Agency's team. You are expected to work cooperatively with team members and others to enable the Agency to provide the highest level of service possible. Your creativity and productivity are encouraged. Your efforts to treat others fairly, honestly and with respect are important to everyone who works with you.

Program Identification:

The Communications & Marketing Division supports system-level institutional transformation by developing communications strategies that drive forward equity-centered student success and inform the public, policymakers, community colleges and California Community Colleges Chancellor's Office (Chancellor's Office) employees of community college news.

Summary Statement:

The Vice Chancellor of Communications will develop and implement comprehensive communications and public relations plans in support of the Chancellor's Office's mission and strategic goals. The Vice Chancellor will serve as the primary spokesperson for the Chancellor's Office; develop and direct strategic communications, public relations, community relations and media relations; promote the California Community Colleges with the public and key stakeholders; and oversee the marketing, branding, graphics and printing activities of the Chancellor's Office.

Essential Functions (E) – Marginal Functions (M)

%	Job Description
25% (E)	<p>Media Relations</p> <p>Serve as the primary spokesperson for the Chancellor's Office and principal contact for media representatives. Supervise and approve the design, content, and production of all publications, including brochures, newsletters, fliers, posters, high level administrative job announcements, handouts and presentations. Oversee crisis communication management and ensure timely, transparent, and appropriate responses to any issues or events that could affect the Chancellor's Office or Community College system. Serve as the primary liaison to the Community College Public Relations Organization. Maintain an active and cooperative relationship with key media and community/public agencies. Oversee the compilation and maintenance of a comprehensive media contact list, including establishing preliminary and ongoing relationships with reporters and other members of the media that routinely cover issues related to the community colleges. Supervise the release of all official Chancellor's Office news releases with a turnaround target of 24 hours.</p>

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20% (E)	<p>Marketing and Advertising</p> <p>Oversee the creation and implementation of marketing campaigns across various channels like digital advertising, content marketing, and traditional media to reach target audiences. Develop and maintain a communication program to keep Chancellor’s Office employees and community colleges informed of community college news, events and accomplishments at the national, state and local levels. Monitor and analyze the effectiveness of marketing efforts, adjusting strategies to optimize outcomes.</p>
20% (E)	<p>Strategic Planning</p> <p>Develop and implement the Chancellor’s Office strategic communications and marketing plans in alignment with the mission, vision, and goals. Coordinate and direct all marketing and public relations activities and campaigns for the Chancellor’s Office to ensure consistent and complementary messaging, maximize budgets and leverage media and partnership opportunities. Collaborate with the Chancellor and Executive Cabinet to ensure communication and marketing strategies support agency priorities.</p>
15% (E)	<p>Policy</p> <p>Design and produce information about the Chancellor’s Office and system initiatives for distribution to state and national policymakers, the college community, and the public. Maintain regular communication with college and district public information officers and provide them with technical assistance to facilitate a coordinated system-wide approach to major issues. Provide a framework for regular updates, addressing key issues, and aligning internal messages with Chancellor’s Office priorities. Supervise the Chancellor’s Office Web site and ensure its effectiveness in informing the public and stakeholders about the California Community Colleges.</p> <p>Develop and maintain graphic design and editorial standards to assure continued standardization and high quality of all Chancellor’s Office documents, materials and promotional literature. Develop and enforce guidelines for how the Chancellor’s Office communicates with external audiences, including district and community partners, and the general public. Standardize the Chancellor’s Office tone, style, and branding across all communication channels, ensuring consistency in messaging.</p>
15% (E)	<p>Strategic Relationships</p> <p>Build and strengthen relationships with key internal and external stakeholders, including local communities and government entities. This includes but is not limited to working with the Governor’s office and other state agencies, as appropriate, to prepare consistent messages and coordinate outreach strategies and efforts regarding matters of shared interest.</p> <p>Provide a clearinghouse for general information about the California Community Colleges and Chancellor’s Office, its history, and present and future activities; and respond to external and internal inquiries.</p>
5% (E)	<p>Supervision</p> <p>Oversees the management and direction of professional communications and marketing staff, contractors, and vendors – both directly supervising and indirectly influencing program administrative responsibilities, including organization design; talent management, including hiring, coaching, career development, and performance management; work assignment, approach, and deliverable review and management; refining and modeling organizational culture and work practices, including normative behaviors, skills, and performance expectations. Works closely with Executive Cabinet leadership and external partners to ensure consistency and alignment in messaging across all platforms and channels.</p>

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IMPACT AND CONSEQUENCE OF ERROR:

- Public information not provided in timely matter
- Loss of trust among key stakeholders
- Students and other stakeholders not provided accurate information for advocacy
- Errors in communication related to sensitive matters could lead to legal action
- Poor or delayed response to an incident can result in the loss of control over the narrative

PROFESSIONAL CONTACTS:

- Frequent contact with CO staff at all levels
- Frequent contact with other state agencies and community colleges and districts
- Frequent contact with media such as journalist and news outlets

SPECIAL PERSONAL CHARACTERISTICS:

- Ability to work independently and take initiative with minimal guidance or direction.
- Ability to work collaboratively as a team member.
- Strong oral and written communication skills especially presentation and facilitation capabilities.
- Strong analytical, research, and presentation skills.
- Positive attitude, open-mindedness, flexibility, and tact.
- Commitment to quality service that exceeds expectations.
- Excellent organizational skills.
- Focus attention to detail and follow-through.
- Multitask, meet deadlines, and adjust to changing priorities in a cooperative manner.
- Good attendance and punctuality record.
- Consistently exercise a high degree of initiative.
- Analyze situation and adopt effective course of action.
- Willing to work outside of normal business hours.
- Provide backup to other staff during absences.
- Working proficiency in Microsoft Word, Outlook, Excel, and PowerPoint.
- Communicate confidently and courteously in a clear and concise manner in a diverse community.

WORKING AND ENVIRONMENTAL CONDITIONS:

- Work in a climate-controlled, open office environment under artificial lighting.
- Exposure to computer screens and other basic office equipment.
- Periodic overnight travel is required.
- Hybrid work setting provided.
- Ability to supervise others in a hybrid work setting.
- Ability to use a computer workstation for extended periods of time.

I have read and understand all the requirements and information above and discussed the duties listed above with my supervisor and can perform them either with or without reasonable accommodation (RA).

(If you believe you may require RA, please discuss this with your hiring supervisor. If you are unsure whether you require RA, inform the hiring supervisor who will discuss your concerns with the RA Coordinator.)

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Employee Signature:	Date:
I have discussed the duties of this position with and have provided a copy of this duty statement to the employee named above.	
Supervisor Signature:	Date: