



<b>Position Title:</b>	Director, Internal Communications and Community Engagement		
<b>Reports To:</b>	Director of Communications		
<b>Department:</b>	Office of Communications	<b>Job Code:</b>	0124
<b>Prepared By/Date:</b>	Christine Peña/10-08-2015	<b>Job Group:</b>	PEC
<b>Approved By/Date:</b>	Juan Mendieta/10-09-2015	<b>Salary Grade:</b>	16
<b>Revised:</b>		<b>FLSA Status:</b>	Exempt

**Summary:**

The Director of Internal Communications and Community Engagement develops, coordinates, implements and evaluates a college-wide communications program to engage students (current and prospective), faculty and staff, to inform and support their success at the College. This position advances the college's mission and bolsters recruitment, enrollment, and retention activities.

**Essential Duties and Responsibilities:**

- Oversees all internal communications to include community engagement, outreach events and social media activities college-wide
- Develops and writes content for speeches, columns and policy papers for college leadership
- Collaborates with college leadership in the development and implementation of social and digital marketing initiatives for the college
- Develops and maintains a dynamic image of the College by overseeing the activities of department staff, which includes internal communications, social media and community engagement and outreach functions for the College
- Works closely with District and Campus constituents to ensure an integrated approach to all activities that include branding, promotion and communication to all internal and external constituencies
- Advises the Chief Communications Officer (CCO) on strategies and innovation in the area of student, faculty and staff communications in response to the college's goals, and provides tactical support for strategic initiatives
- Serves as editorial director for MDC News, the student and employee portals and other college-wide student/faculty/staff publications
- Oversees development and distribution of student/faculty/staff communications from College President's Office to enhance connection and community engagement
- Oversees nomination process for major awards that recognize the accomplishments of students, faculty, staff and the College
- Prepares budgetary recommendations, monitors department budget, verifies and reconciles expenditure of funds
- Performs other duties as assigned

**Knowledge, Skills and Abilities:**

- Knowledge and understanding of College organization, goals and objectives, and policies and procedures
- Knowledge of current technological developments and trends in communication, including internal communications, community engagement and outreach, social media and other areas
- Excellent organizational and communication skills, as well as ability to write reports, business correspondence and procedures
- Strong interpersonal skills and the ability to effectively communicate with a wide range of individuals and constituencies
- Ability to effectively present information and respond to questions from top management, groups of managers, clients and public

- Ability to carry out supervisory responsibilities in accordance with the Colleges policies and applicable laws
- Ability to supervise and train assigned staff including organizing, prioritizing, and scheduling work assignments
- Ability to work well in a multi-ethnic and multi-cultural environment with students, faculty and staff

**Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

While performing the duties of this job, the noise level in the work environment is usually quiet.

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to stand and reach with hands and arms. The employee is regularly required to use hands to finger, handle, or feel objects, tools, or controls; and talk or hear. The employee is occasionally required to walk and sit.

The employee must occasionally lift and/or move up to 10 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

**Essential Personnel:**

This function/position has been designated as “essential.” This means that when the College is faced with an institutional emergency, employees in such positions may be required to remain at their work location or to report to work to protect, recover and continue operations at the College.

**Minimum Requirements:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

- Master’s degree in a related field of study such as Communications, English, Public Relations or Marketing and three (3) years of experience in internal communications; or Bachelor’s degree in a related field such as Communications, English, Public Relations or Marketing and seven (7) years of experience in internal communications

**ACKNOWLEDGEMENT**

I have read and acknowledge receipt of a copy of my job description.

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Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name