

NORTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT JOB DESCRIPTION

Job Title:	Director of Campus Communications	Range: 16 (CL)	Management Schedule
Date Revised:	November 12, 2013	Date Approved:	January 27, 2004
THIS IS A DESIGNATED CLASSIFIED MANAGEMENT POSITION SUBJECT TO A ONE-YEAR PROBATIONARY PERIOD			

PRIMARY PURPOSE

This position is responsible for managing external and internal communication strategies, including public relations, marketing, media relations, advertising, crisis communications and community relations.

ESSENTIAL FUNCTIONS

Examples of essential functions are interpreted as being descriptive and not restrictive in nature.

1.	Writes and edits news releases, feature articles, promotional materials, newsletters, web pages and other communications; coordinates electronic and web-based communication, including marquee postings, social media, college websites and district-wide student portal.
2.	Serves as the primary campus media and public information spokesperson; under the authority of the responsible administrator, directs campus crisis communications and communications related to emergency preparedness/planning.
3.	Develops and implements campus advertising, marketing, and image plans to support outreach, visibility, recruitment and enrollment management strategies; consults with campus divisions, departments, programs and offices in developing marketing, advertising, promotional and public relations materials; assists with the promotion of new programs and services; coordinates special campus events and addresses interested groups; evaluates the effectiveness of advertising and marketing efforts; maintains an inventory of various marketing materials.
4.	Coordinates campus-wide image and branding efforts and assures conformity to institutional standards; supervises the concept, design and production of campus publications, including the catalog, class schedules, annual report, program brochures and internal newsletters; reviews and edits campus materials and publications to assure completeness and accuracy.
5.	Serves as the primary campus communications liaison with the District Office of Public and Governmental Affairs.
6.	Develops and maintains positive relations with local and state media and community-based organizations; cultivates relationships with government officials and coordinates support for legislative activities with District and campus administration; represents the campus at conferences and meetings as directed.
7.	Develops and prepares the annual preliminary budgets for assigned programs; monitors and controls budget expenditures within assigned programs; directs the preparation and maintenance of detailed and comprehensive reports, records and files regarding programs, operations and activities.
8.	Organizes, attends, or chairs a variety of meetings as required; serves on committees and special projects as assigned; coordinates programs and services as appropriate with other District and college personnel.
9.	Trains, supervises, evaluates and directs the work of personnel as assigned; participates in selection and hiring processes.

NORTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT JOB DESCRIPTION

10.	Plans, organizes and arranges appropriate training and staff development activities; provides orientation for new employees.
11.	Learns and applies emerging technologies and advances (e.g., computer software applications) as necessary to perform duties in an efficient, organized and timely manner.
12.	Demonstrates sensitivity to and understanding of the diverse academic, socioeconomic, cultural, ethnic and disability backgrounds of community college students and staff.
13.	Performs related duties as assigned.

OTHER FUNCTIONS

EDUCATION AND EXPERIENCE

Required Qualifications

Bachelor's degree in communications, journalism, public relations, marketing, or related field from a regionally accredited institution.

Minimum of five years of experience in public relations, journalism, and/or communications, including experience developing and implementing public information/public relations programs.

Extensive responsible management, office supervisory and technical administrative experience that involves analytical and discretionary assignments.

Desirable Qualifications

Possession of an advanced degree in communications, journalism, public relations, marketing, or related field from a regionally accredited institution.

Public relations experience in higher education, preferably at a community college.

KNOWLEDGE, SKILLS, AND ABILITIES

- Knowledge of District organization, operations, policies and objectives.
- Knowledge and understanding of the philosophy, objectives and operations of a community college campus.
- Knowledge of effective mass communication, advertising and public relations practices and procedures.
- Knowledge of and experience with social/digital communications.
- Knowledge of and ability to utilize correct English usage, grammar, spelling, punctuation and vocabulary.
- Knowledge of statistical and research methods.
- Knowledge of desktop publishing software, printing procedures, layout and photography.
- Knowledge of crisis communications principles, strategies and tactics.
- Ability to effectively represent and promote the mission, values, and vision of the campus and the District.
- Ability to develop and implement communications plans and strategies.
- Ability to establish relationships with the media, community and elected officials.
- Ability to write, develop and distribute news releases and promotional materials utilizing journalistic style.
- Ability to initiate and conduct market research, and coordinate advertising activities.
- Ability to exercise a high degree of judgment and discernment in dealing with the media.
- Ability to maintain a professional demeanor under stressful situations.
- Ability to communicate effectively both orally and in writing.

**NORTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT
JOB DESCRIPTION**

Ability to make clear and effective presentations.

Ability to formulate and implement creative promotional and marketing plans reflective of programs and events.

Ability to analyze situations accurately and adopt an effective course of action.

Ability to work independently with little direction.

Ability to meet schedules and time lines.

Ability to plan, organize and prioritize work.

Ability to interpret, apply and explain laws, regulations, policies and procedures.

Ability to understand and follow oral and written directions.

Ability to supervise, train and provide work direction to others.

Ability to establish and maintain cooperative working relationships.

SPECIAL REQUIREMENTS

Valid California Driver's License

WORKING CONDITIONS

Campus office environment, subject to constant interruptions and frequent interaction with others; sitting for long periods at a time (up to 2-3 hours); may require off-site duties and activities; requires frequent travel to other office or locations to attend meetings or conduct work.