

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

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| Job Title: | Communications Coordinator- Community Engagement | Range: | 45 |
| Date Revised: | | Date Approved: | November 12, 2024 |

PRIMARY PURPOSE

Under the direction of the Director of Campus Communications, this position is responsible for serving as the lead for institutional coordination of strategic outreach, partnership development, and community engagement.

ESSENTIAL FUNCTIONS

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

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| 1. | Develop a community engagement and partnership development plan in collaboration with the institutional strategic plan and priorities for increasing enrollment. |
| 2. | Performs marketing and outreach activities to promote awareness of campus programs, services and events; helps support the marketing and outreach efforts of various campus departments and offices. |
| 3. | Assists in fundraising efforts to secure financial support for student scholarships, program enhancements, and other institutional initiatives. |
| 4. | Attends various community, partner, legislative, and media events, as assigned, to represent the campus and promote campus programs and services. |
| 5. | Develop informational materials, outreach presentations, and community engagement workshops regarding instructional programs, services, application, registration and onboarding and share with community members. |
| 6. | Communicate regularly with community partners through email, phone, newsletter, and various other formats. Maintain master community partner database and outreach master calendar. |
| 7. | Establish processes such as streamlining agreements for community partners and formally tracking data from outreach events. |
| 8. | Creates content about institutional partnerships and community engagement for campus-based newsletters, website, social media, reports, and other informational, advocacy, or promotional traditional or emerging media formats. |
| 9. | Researches, recommends, and integrates industry trends and best practices into operational processes. |
| 10. | Acts as a liaison with community-based partners, schools, organizations, legislators, and local leaders, including: responding to inquiries, making presentations, providing campus tours, coordinating and participating in community outreach events, and scheduling advocacy and public relations visits. |
| 11. | Organizes, attends, or leads a variety of project-based meetings as required; coordinates programs and services as appropriate with other school-wide personnel. Serve as lead of campus-based outreach/partnership workgroups and report back to the campus-based marketing or community relations committee. |

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| 12. | Manages office activities related to community engagement to assure efficient operations; writes, edits, and sends department correspondence including emails, letters, agendas and reports; schedules appointments and meetings; initiates and answers telephone calls; responds to requests for information; answers questions and resolves problems requiring judgment, knowledge and explanation of policies; routes and distributes incoming mail and other materials; prepares presentation folders/packets and outreach materials for informational events. |
| 13. | Monitors community engagement budget; approves expenditures within established guidelines; assists with budget development and tracks status of budgets related to activities and events focused on community engagement; maintains petty cash accounts; responds to inquiries regarding financial issues. |
| 14. | Orders supplies and prepares purchase requisitions; tracks orders to assure delivery and payment. |
| 15. | Assist in the planning, coordination, scheduling, and publicity for school-wide, community, and partner public relations events including campus tours. |
| 16. | Learns and applies emerging technologies and advances as necessary to perform duties in an efficient, organized, and timely manner. |
| 17. | Train, provide work direction and coordinate with internal and external partners. |
| 18. | Participate in District/College efforts to increase the diversity of faculty and staff and to address student achievement gaps; active assistance in the creation of a welcoming and inclusive work and educational environment; attend and participate in diversity, equity and inclusion trainings and events. |
| 19. | Performs related duties as assigned. |

OTHER FUNCTIONS

WORKING RELATIONSHIPS

The Communications Coordinator-Community Engagement maintains frequent contact with various District departments and personnel, faculty, students, community members, partners, legislative offices, media representatives, consultants, vendors, and the public.

EDUCATION AND EXPERIENCE

Minimum Qualifications

Bachelor's Degree or equivalent from an accredited institution in English, Communications, Public Relations, Journalism, Marketing, Graphic Design or a related field;

Three (3) years of experience in communications with demonstrated networking, presentation, and writing skills

Experience connecting organizational priorities with community partnerships and outreach.

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Commitment to diversity. All applicants must have demonstrated sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender, gender identity, sexual orientation, and ethnic backgrounds of community college students, faculty and staff. The applicant must be able to demonstrate how their experience with these factors relates to successfully achieving the goals of the position.

Desirable Qualifications

Prior experience in approaching work and interactions with colleagues and/or students in an equity minded manner. Ability to provide an inclusive and welcoming work/educational environment.

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of District organization, operations, policies and objectives
Knowledge of rules, strategies, technologies, terminologies, and best-practice trends related to communications, public relations, and marketing
Knowledge of modern office practices, procedures, and equipment
Knowledge of record-keeping techniques
Knowledge of correct English usage, grammar, spelling, punctuation, and vocabulary
Ability to interpret, apply and explain rules, regulations, policies and procedures
Ability to write clearly, accurately, and effectively in a variety of styles for memos, letters, reports, newsletters, news releases, fliers, brochures, ads, website pages, and other formats
Ability to edit communications for clarity and accuracy
Ability to use a variety of computer software to perform functions such as word processing, desktop and website publishing, data base management, and presentation preparation
Ability to learn and use new and emerging technologies
Ability to understand and follow oral and written directions
Ability to work independently with little direction
Ability to take leadership, coordinating role with assigned projects
Ability to understand scope of authority in making independent decisions
Ability to analyze situations accurately and identify an effective course of action according to established guidelines
Ability to plan, organize and prioritize work
Ability to meet schedules and timelines
Ability to work confidentially with discretion
Ability to establish and maintain effective working relationships with others
Ability to develop relationships with community members and/or partners to cultivate fundraising opportunities for institutional priorities including student scholarships

SPECIAL REQUIREMENTS

Requires a valid California Driver's License

WORKING CONDITIONS

Office environment; subject to constant interruptions and frequent interaction with others; sitting for long periods at a time (up to 2-3 hours); repetitive use of upper extremities, including hand coordination activities. Working within the community, driving to a variety of locations to make presentations, meet with community members, host information tables at events, attend meetings, and more
