

NORTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT JOB DESCRIPTION

Job Title:	Campus Marketing / Outreach Assistant	Range: 36	Classified Schedule
Date Revised:		Date Approved:	August 21, 2008

PRIMARY PURPOSE

This position is responsible for planning, coordinating and performing a variety of marketing and outreach activities to promote interest in campus programs, services and events.

ESSENTIAL FUNCTIONS

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

1.	Assists with the planning, development and implementation of campus marketing and outreach strategies; coordinates the campus master event calendar.
2.	Performs marketing and outreach activities to promote awareness of campus programs, services and events; provides assistance to support the marketing and outreach efforts of various campus departments and offices.
3.	Designs, writes, edits and prepares campus marketing and outreach materials for distribution to campus and local media, the public, colleges and universities.
4.	Attends various community and media events, as assigned, to represent the campus and promote campus programs and services; prepares and presents oral presentations concerning the campus.
5.	Maintains an inventory of campus and program-specific promotional and marketing materials; orders and tracks supplies and prepares purchase requisitions; assists in tracking budgets and expenditures.
6.	Learns and applies emerging technologies and advances as necessary to perform duties in an efficient, organized, and timely manner.
7.	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.
8.	Performs related duties as assigned.

OTHER FUNCTIONS

WORKING RELATIONSHIPS

The Campus Marketing/Outreach Assistant maintains frequent contact with various campus departments and personnel, faculty, students, media representatives, and the public.

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EDUCATION AND EXPERIENCE

Minimum Qualifications

Associate Degree in journalism, marketing, public relations or related field;
Sufficient training and experience to demonstrate the knowledge, skills and abilities listed below.
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 marketing and outreach strategies and techniques
Knowledge of correct English usage, grammar, spelling, punctuation, and vocabulary
Ability to write, edit and prepare written marketing materials
Ability to communicate effectively, both orally and in writing
Ability to use a variety of computer software to perform functions such as word processing, desktop and website publishing
Ability to learn and use new and emerging technologies
Ability to analyze situations accurately and identify an effective course of action
Ability to plan, organize and prioritize work
Ability to meet schedules and time lines
Ability to work independently with little direction
Ability to understand and follow oral and written directions
Ability to establish and maintain effective working relationships with others

SPECIAL REQUIREMENTS

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; driving to a variety of locations to attend or make arrangements for activities and events.
