

NORTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT JOB DESCRIPTION

Job Title:	Communications Coordinator	Range:	45
Date Revised:		Date Approved:	July 25, 2017

PRIMARY PURPOSE

Under the direction of the District Director of Public and Governmental Affairs, this position is responsible for assisting in the development and execution of a comprehensive, integrated communication and public relations/marketing strategy using print, web, social media, video, emerging technologies, and email in support of the District's communications, marketing, and governmental/public relations activities.

ESSENTIAL FUNCTIONS

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

1.	Develops and updates District marketing materials in traditional and emerging media formats, including: the annual report, brochures, signs, banners, posters, flyers, on-line graphics, and other materials as requested.
2.	Updates content for District website and creates new design for additions and modifications as needed.
3.	Coordinates District social media activity, including composing content, photography, creating graphics, and scheduling weekly posts.
4.	Creates content and design for District newsletter.
5.	Researches, recommends, and integrates industry trends and best practices into operational processes.
6.	Facilitates the fulfillment of District-wide public records requests.
7.	Acts as a liaison with media, including: writing and distributing news releases, responding to inquiries, identifying and marketing stories.
8.	Assist in media monitoring, tracking and developing media results reports.
9.	Assists with incident communications, including writing timely warnings and participating in the District's Emergency Operations Center (EOC).
10.	Manages daily office activities to assure efficient operations; types and assists in the composition and editing of department correspondence, memos, 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 outgoing mail and packages.
11.	Monitors department expenditures and budgets; approves expenditures within established guidelines; assists with budget development and tracks status of budgets; maintains petty cash accounts; responds to inquiries regarding financial issues.
12.	Orders supplies and prepares purchase requisitions; tracks orders to assure delivery and payment.
13.	Collects develops and organizes information for dissemination to District and community groups through a variety of media.
14.	Assist in the planning, coordination, scheduling, and publicity for District and community public relations events.
15.	Learns and applies emerging technologies to perform duties in an efficient, organized and timely manner.
16.	Train, provide work direction and coordinate with internal and external partners.

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17.	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.
18.	Performs related duties as assigned.

OTHER FUNCTIONS

WORKING RELATIONSHIPS

The Communications Coordinator maintains frequent contact with various District departments and personnel, faculty, students, 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 strong experience as a versatile writer and editor with a demonstrated ability to translate strategy and key messages into multiple formats.
 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

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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 time lines
Ability to work confidentially with discretion
Ability to establish and maintain effective working relationships with others

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; driving to a variety of locations to purchase or pick-up items, or make arrangements for activities and events.
