

NORTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT	
JOB DESCRIPTION	

Job Title:	Communications Specialist	Range: 40
Date Revised:		Date Approved: November 12, 2019

PRIMARY PURPOSE

Under the direction of the Director of Campus Communications, this position is central to implementing a comprehensive, integrated communication strategy and public relations/marketing strategy using print, web, social media, video, emerging technologies, and e-mail in support of the campus communications, outreach, onboarding, marketing, and public relations activities ensuring compliance with copyright.

ESSENTIAL FUNCTIONS

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

1. Develops and updates campus communications in traditional and emerging media formats, including: the annual report, newsletter, e-mail campaigns, enrollment management campaigns, brochures, signs, banners, posters, flyers, artwork, presentation material, on-line graphics, and other materials as requested. Coordinates campus social media content, including composing content, photography, creating graphics, and scheduling weekly posts.
2. Performs communications, 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. Monitors and reports utilization including data analytics for use with communications strategies and mediums.
3. Designs, writes, edits and prepares campus communication materials for distribution to local media, the public, colleges and universities. Serves as a campus media liaison in the fulfillment of campus public record requests.
4. Monitors compliance with brand identity guidelines. Develops and implements communication strategies including advertisements
5. Attends various community, outreach, and media events, as assigned, to represent the campus and promote campus programs and services; prepares and presents oral presentations concerning the campus.
6. 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. Establishes and maintains vendor relationships.
7. Assists with incident communications, including writing timely warnings and participating in the campus Emergency Operations Center (EOC).
8. Participate in college efforts to increase the diversity of faculty and staff and to address student achievement gaps; attend and participate in diversity, equity and inclusion trainings and events; active assistance in the creation of a welcoming and inclusive work and educational environment.
9. Learns and applies emerging technologies and advances as necessary to perform duties in an efficient, organized, and timely manner.
10. Performs related duties as assigned.

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OTHER FUNCTIONS

WORKING RELATIONSHIPS

The Communication Specialist maintains frequent contact with various campus departments, staff, students, elected officials, media representatives, consultants, vendors, and the public.

EDUCATION AND EXPERIENCE

Minimum Qualifications

Associate Degree in journalism, marketing, public relations or related field.

Three (3) years of professional experience with design and implementation of communications strategies and demonstrated ability to translate strategies and key messages into multiple formats.

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 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 communications, marketing and outreach strategies and techniques
Knowledge of correct English usage, grammar, spelling, punctuation, and vocabulary
Knowledge of branding and messaging strategies
Knowledge of communications and media relations techniques and principles
Knowledge of copyrights and licensing
Knowledge of graphic design and software applications
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 assign and review the work of others. 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

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WORKING CONDITIONS

Professional environment; subject to constant interruptions and frequent interaction with others; sitting for long periods at a time (up to 2-3 hours); Standing for long periods of time (2-3 hours),repetitive use of upper extremities, fine finger manipulations, including hand coordination activities; driving to a variety of locations to attend or make arrangements for activities and events.
