

Marketing and Communications Specialist (Substitute)
South Orange County Community College District

Direct Link: <https://www.AcademicKeys.com/r?job=229708>

Downloaded On: Jul. 17, 2024 2:48pm

Posted Jan. 30, 2024, set to expire Jan. 28, 2025

Job Title	Marketing and Communications Specialist (Substitute)
Department	
Institution	South Orange County Community College District South Orange County Community College District, California
Date Posted	Jan. 30, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Graphic Design/Marketing Communications/Public Relations
Job Website	https://wd5.myworkdaysite.com/en-US/recruiting/socccd/SOCCCD/job/Saddleback-College/Marketing-and-Communications-Specialist--Substitute-_REQ11972

Apply By Email

Job Description

Title:Marketing and Communications Specialist (Substitute)

Job Category:NBU

Job Opening Date:January 29, 2024

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Job Closing Date: June 30, 2024

Locations: Saddleback College

Department:

Pay Grade, for more information click on this link:

<https://www.socccd.edu/departments/human-resources/contracts-and-salary-schedules>

Pay Type: Hourly

Hours Per Week: 0

Job Description:

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

SUMMARY DESCRIPTION

Under general supervision by an appropriate level manager or administrator, performs a variety of activities designed to promote the college and its academic programs, student services, art performances, events, and the accomplishments of faculty, students, and staff. Contributes to the operations of the marketing and communications department and provides highly complex staff assistance in the development of marketing and communications strategies and materials for the college, district, and community at large.

REPRESENTATIVE DUTIES

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

- Develop and implement marketing and communications activities and functions including publicity, advertising, and promotional plans and strategies.

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- Participate in developing and evaluating communications and marketing goals, objectives, policies, and procedures; implement resulting policies and procedures.
- Write, layout, edit and/or coordinate content and the publication of a variety of newsletters, press releases, publications, feature articles, and campus-wide announcements; coordinate information released to the press and broadcast media.
- Write and place content on college website(s) and social media platforms.
- Develop and coordinate, with administrative and academic staff, the distribution of a variety of college publications and promotional literature, including flyers, brochures, ads, calendars, and other marketing materials; provide advice and assistance regarding publications and materials development.
- Write and layout content for ads on college electronic marquees; send information to be displayed to appropriate administrator; ensure information is displayed correctly.
- Perform a variety of duties related to promoting programs and events on the college website including writing, laying out, and programming ads on college website; meet with college web designer and coordinate the placement of content and images to college website.
- Coordinate with television staff the shooting of video footage as necessary; ensure information is displayed correctly.
- Schedule interviews between performing artists and members of the press; conduct interviews with guests, as necessary.
- Promote college news and events, including performing and visual arts events and programs, respond to media questions.
- Respond to questions and inquiries from members of the general public, the media, and outside institutions and organizations; provide information within area of responsibility; resolve complaints in an efficient and timely manner.
- Participate in events designed to promote the college.
- Take photos at events and as needed for marketing and communications projects.
- Coordinate with contract photographers, faculty, and staff to schedule photo shoots, secure photos and disseminate to colleagues and the media as appropriate.
- Use email marketing and mass notification platforms to send campus-wide messages, assist in creating and maintaining a variety of databases; review and update faculty, staff, and student bios; archive information as appropriate.
- Serve as staff on appropriate committees and attend and participate in meetings, workshops, and conferences; provide information within area of responsibility; maintain awareness of new trends and developments in the field of marketing and communications; incorporate new developments as appropriate.
- Perform related duties as required.

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QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

- Principles and practices of communications, marketing, and media relations.
- Journalistic writing and reporting techniques.
- Principles and procedures of production journalism.
- Principles and practices of public information program development and implementation.
- Principles, practices, and techniques of distributing information for mass media communications.
- Principles of copy writing, layout and design, and web content management.
- Office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets, and databases.
- Create and maintain online databases.
- Internet operations including basic web site maintenance.
- Current office practices, procedures, methods, and computer equipment, software, and applications related to the work, including word processing, desktop publishing, spreadsheets, and databases.
- Principles and practices used to establish and maintain files and information retrieval systems; basic principles and procedures of business letter writing and report preparation.
- Work organization principles and practices.
- Effective written and oral communication skills including correct English usage, grammar, spelling, punctuation, and vocabulary.
- Diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of community college students.
- Techniques for providing a high level of customer service including methods and techniques of proper telephone etiquette.
- Interpersonal skills using tact, patience, and courtesy.
- Techniques to facilitate effective interaction with people on an individual or group basis.
- Pertinent federal, state, and local laws, codes, and regulations; confidentiality requirements when dealing with personal and sensitive information; legal requirements related to area of assignment.
- Goals and objectives of the assigned project or program area.
- Methods and techniques used in the performance of duties and responsibilities specific to the area of assignment.

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- Operational characteristics, services, and activities of the functions, and operations of the assigned project or program area.
- Philosophy, goals, and objectives of the assigned area; activities, operations, rules, regulations, requirements, and restrictions related to area of assignment; terminology, techniques, equipment, materials, principles, theories, practices, and procedures related to the assigned area.
- District and College organization, operations, policies, and objectives.
- Principles and practices of providing training and guidance to temporary staff and student workers.

Ability to:

- Assist in developing, implementing, and evaluating communications and marketing goals, objectives, policies, and procedures.
- Develop and write accurate and effective news releases, articles, and announcements.
- Develop, write, and coordinate the production of publications and promotional materials in an effective and appropriate manner.
- Operate a digital camera & manipulate digital images.
- Interpret and apply college policies and procedures.
- Identify and market one or more aspects of an event.
- Respond tactfully, clearly, concisely, and appropriately to inquiries from the public, press, or other agencies on issues in area of responsibility.
- Communicate clearly and concisely, both orally and in writing in English; use correct, grammar, spelling, punctuation, and vocabulary; understand and follow oral and written directions in English; listen actively and ef
- Develop, maintain, and foster effective working relationships involving interactions and communications personally, by phone, and in writing with a variety of individuals and/or groups from diverse backgrounds on a regular, ongoing basis.
- Interact extensively with and respond to requests and inquiries from students, faculty, staff, and public; effectively present information in person or on the telephone to students, staff, or the public; provide excellent customer service.
- Learn and understand the organization and operation of the assigned department as necessary to assume assigned responsibilities; understand, explain, and apply administrative and office policies and procedures as well as pertinent laws, regulations, and ordinances; work within the policies, functions, and requirements of area of assignment.
- Travel to off-site events, or work evenings/weekends as required.
- Operate office equipment including hardware, software, and devices supporting word processing, database management, and spreadsheets; type or enter data at a speed necessary for successful job performance; maintain accurate filing, record keeping, and tracking systems; apply

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- excellent organization skills and attention to detail; compose and prepare correspondence and memoranda; maintain filing systems; prepare documentation, reports, and other written materials.
- Work with and exhibit sensitivity to and understanding of varied racial, ethnic, cultural, sexual orientation, academic, socio-economic, and disabled populations.
 - Work effectively under pressure with frequent interruptions and a high degree of public contact on a variety of tasks concurrently while meeting established deadlines and changing priorities; concentrate on detailed tasks for extended periods of time; work confidentially and collaboratively; work independently in the absence of supervision.
 - Exercise good judgment, discretion, and personal initiative in resolving confidential, difficult, and sensitive situations, according to established policies and procedures; use sound judgment in recognizing scope of authority; maintain critical and sensitive information, records, and reports confidentially.
 - Provide training and work direction to assigned temporary and student staff.
 - Effectively utilize computer applications and equipment in the performance of duties; adapt to changing technologies and learn functionality of new equipment and systems.
 - Report to work on a regular and consistent basis, as scheduled, to assigned job.

EDUCATION AND EXPERIENCE GUIDELINES

Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education/Training:

Equivalent to a Bachelor's degree from an accredited college or university with major course work in journalism, communications, public relations, or a related field.

Experience:

Two years of increasingly responsible experience in a combination of communications, marketing, journalism, or public relations experience.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Work is performed primarily in a standard office setting. Duties are typically performed

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at a desk or computer terminal; subject to noise from office equipment operation; frequent interruptions and contact in person and on the telephone with students, academic and classified staff, and others. At least minimal environmental controls are in place to assure health and comfort.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

Vision: See in the normal visual range with or without correction.

Hearing: Hear in the normal audio range with or without correction.

Additional Information:

\$34.34/hr

Up to 25 hours per week

Schedule TBD

On-site only

This position is a short-term, temporary, hourly, Non-Bargaining Unit (NBU) assignment, not to exceed 160 days per fiscal year (July 1-June 30). The assignment is on an as needed basis, and may be shortened or extended at any time, due to departmental needs, with little to no notice. This recruitment will remain open until filled or withdrawn. Once you have submitted an application electronically, the current status of your application will be available to view at any time upon signing in under your personal username and password. Please do not call the Human Resources Office regarding the status of your application.

Employment with the South Orange County Community College District is contingent upon successful completion of the Human Resources pre-employment (“onboarding”) process. The Human Resources onboarding process may include, but is not limited to, successful completion of Live Scan fingerprinting (approx.. \$70), I-9 completion, background checks, reference checks, TB testing, as well as completion of the online onboarding process. Failure to successfully complete any portion of the onboarding

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process will invalidate any conditional job offer received. Falsification of, or omission on, any SOCCCD pre-employment information may result in withdrawal of any conditional job offer or termination of employment. **Short term, non-bargaining unit (NBU) positions may only be used on an intermittent/seasonal basis.** Ed. Code sect. 88003 states "Short-term employee means any person who is employed to perform a service for the district, upon the completion of which, the service required or similar services will not be extended or needed on a continuing basis."

The Immigration Reform and Control Act of 1986, Public Law 99-603, requires that employers obtain documentation from every new employee which authorizes that individual to accept employment in this country. Documentation according to USCIS I-9 guidelines (i.e. ID card and Social Security card) must be presented at the time of hire. Per IRS regulations, a Social Security card must be presented at the time of hire.

Inclusion, Diversity, and Equity:

The South Orange County Community College District is committed to creating an academic and work environment that fosters diversity, equity and inclusion and equal opportunity for all, and ensures that students, faculty, management and staff of all backgrounds feel welcome, included, supported, and safe. Our culture of belonging, openness, and inclusion, makes our district a unique and special place for individuals of all backgrounds.

Our District and our colleges are looking for equity and inclusion-minded applicants who represent the full diversity of California and who demonstrate a sensitivity to the understanding of diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds present within our community. When you join our District, you can expect to be part of an exciting, thriving, equity-focused, and inclusive community that approaches higher education with the lens of social justice and collaboration among students, faculty, staff, administration, and community partners. In deciding whether to apply for a position with our District, you are strongly encouraged to consider whether your values align with our District's mission and goals for EEO, Diversity, Equity, and Inclusion.

Disability Accommodations: If you require special accommodations in the application and/or selection process, please notify District Human Resources (DHR) at least two (2) business days prior to the Job Close Date/Initial Screening Date, by either calling (949) 582-4850 or sending an e-mail to hrinfodesk@socccd.edu.

NBU at-will employment: After successful completion of the onboarding requirements, an individual may be employed by the South Orange County Community College District as a short-term, temporary

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NBU employee. Employment will be on an “if and as needed” basis, as determined by the District. NBU employment is at-will, and either party may terminate this working relationship at any time. Neither party shall be required to provide any reason for the separation. NBU employees shall not have reemployment rights or recourse to petition to be reinstated.

Worksite:NBU employees are limited to working in a single position in one department/site

Work schedules: Department/Division managers, administrators, and/or supervisors shall determine the work schedule of NBU employees to include the number of days and hours worked per week and the start and stop times.

160-day restriction: NBU employees will not work more than 160 days (in any combination of NBU positions) no matter how many hours per day they work.

Payroll reporting period: The payroll reporting period is from the 15th of the first month to the 14th of the next month. NBU employees are paid on the 10th of the following month. Ex: Pay Period 01/15/23 through 02/14/23 will be paid on March 10th.

California Sick leave: NBU employees are eligible for California Sick leave per AB1522. Information regarding AB1522 is provided to all NBU new hires during the onboarding process.

Retirement information: NBU employees may not work more than 960 hours from July 1st-June 30th. NBU employees who work more than 1000 hours per fiscal year are required to contribute to the California Public Employees’ Retirement System (CalPERS), through payroll deduction of about 7-9%. The District does not intend to employ NBU employees for more than 1,000 hours during any fiscal year.

Sexual Harassment/Discrimination: The District is committed to providing an environment that respects the dignity of individuals and groups; is free of sexual harassment, exploitation, intimidation, violence, and other unlawful discrimination, preferential treatment, and harassment, including that which is based on any legally protected characteristic.

Equal Employment Opportunity: It is the intent of the Board to establish and maintain within the District and all of its programs and activities a policy of equal opportunity in employment for all persons, and to prohibit discrimination, preferential treatment, or harassment based on sex, age, gender identity, gender expression, race, color, ethnic group identification, national origin, ancestry, religion, mental or physical disability, medical condition, genetic information, pregnancy, marital status or sexual orientation or because an individual is perceived as having one or more of the above characteristics.



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Confidentiality: Confidentiality of student and staff information is protected under federal law. Any information regarding students or staff that might be accessed in the course of a work assignment through a computer, student file, or other documentation, is to be used strictly to perform my job duties and may only be shared with those who are authorized to have such information.

Mandated reporter: Child Abuse and Neglect Reporting: The South Orange County Community College District recognizes the responsibility of its staff to report to the appropriate agency when there is a reasonable suspicion that an abuse or neglect of a child may have occurred.

Elder and Dependent Adult Abuse Reporting: It is the policy of the South Orange County Community College District to treat reports of violence against elderly persons or dependent adults as high priority criminal activity that is to be fully investigated regardless of the relationship between the victim and the suspect(s).

Campus Crime and Safety Awareness: Information regarding campus crime and safety awareness can be found at www.saddleback.edu or www.ivc.edu. Paper copies are available in Human Resources upon request.

Drug-Free Environment: The District shall be free from all unlawful possession, use, or distribution of illicit drugs and alcohol by students and employees. The unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in all facilities under the control and use of the District. Any student or employee who violates this policy will be subject to disciplinary action, consistent with local, state, or federal law, which may include the referral to an appropriate rehabilitation program, suspension, demotion, expulsion, or dismissal.

Smoke Free District: It is the intent of the South Orange County Community College District to maintain an educational and workplace environment that is conducive to the health and safety of our students and employees. Realizing the health hazards posed by smoking and by second-hand smoke, it is policy of the South Orange County Community College District to maintain a smoke free environment for all district sites.

SPECIAL COVID-19 NOTICE:

Interviews may be held in-person (following all necessary precautions) or in a virtual format. Employees must reside in California while employed with the South Orange County Community College District (SOCCCD), even during remote work. Thank you for your continued interest in working



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at the SOCCCD.

The SOCCCD is committed to protecting the health and wellbeing of students, faculty, staff, administrators, and the communities it serves. More information can be found on our District website by visiting <https://www.socccd.edu/communications/covid-19-information>.

NOTICE TO ALL CANDIDATES FOR EMPLOYMENT:

The Immigration Reform and Control Act of 1986, Public Law 99-603, requires that employers obtain documentation from every new employee which authorizes that individual to accept employment in this country. SOCCCD will not sponsor any visa applications.

DISABILITY ACCOMMODATIONS:

If you require special accommodations in the application and/or selection process, please notify District Human Resources (DHR) at least two (2) business days prior to the Job Close Date/Initial Screening Date, by either calling (949) 582-4850 or sending an e-mail to hrinfodesk@socccd.edu.

CAMPUS CRIME AND SAFETY AWARENESS:

Information regarding campus crime and safety awareness can be found at www.saddleback.edu or www.ivc.edu. Paper copies are available in the District Human Resources (DHR) office upon request.

PLEASE NOTE:

A California Public Employees Retirement System (CalPERS) retiree may not accept employment until after the first 180 days of retirement. Anyone retired from CalPERS accepting permanent employment with this District will be required to reinstate as an active CalPERS member. Please contact CalPERS for additional information regarding your retirement status.

Any active vested member of California State Teachers Retirement System (CalSTRS), who accepts employment with the District to perform service that requires membership in CalPERS, is eligible to



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elect to continue retirement system coverage under CalSTRS.

EEO/AA Policy

DIVERSITY, EQUITY, INCLUSION, AND EQUAL EMPLOYMENT OPPORTUNITY:

The South Orange County Community College District is committed to creating an academic and work environment that fosters diversity, equity and inclusion and equal opportunity for all, and ensures that students, faculty, management and staff of all backgrounds feel welcome, included, supported, and safe. Our culture of belonging, openness, and inclusion, makes our district a unique and special place for individuals of all backgrounds.

Our District and our colleges are looking for equity and inclusion-minded applicants who represent the full diversity of California and who demonstrate a sensitivity to the understanding of diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds present within our community. When you join our District, you can expect to be part of an exciting, thriving, equity-focused, and inclusive community that approaches higher education with the lens of social justice and collaboration among students, faculty, staff, administration, and community partners. In deciding whether to apply for a position with our District, you are strongly encouraged to consider whether your values align with our District's mission and goals for EEO, Diversity, Equity, and Inclusion.

SOCCCD IS AN EQUAL OPPORTUNITY EMPLOYER

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact



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