

Marketing and Communications Specialist
South Orange County Community College District

Direct Link: <https://www.AcademicKeys.com/r?job=237411>

Downloaded On: Jul. 16, 2024 7:57pm

Posted Jun. 12, 2024, set to expire Jan. 28, 2025

Job Title	Marketing and Communications Specialist
Department	Public Information and Marketing
Institution	South Orange County Community College District South Orange County Community College District, California
Date Posted	Jun. 12, 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_REQ12197

Apply By Email

Job Description

Title:Marketing and Communications Specialist

Job Category:CSEA

Job Opening Date:June 11, 2024

Job Closing Date:July 18, 2024

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Location:Saddleback College

Work Location:Mission Viejo, CA

Department:Public Information and Marketing

Pay Grade, for more information click on this link:

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

Pay Rate Type:Monthly

Work Days:Monday - Friday

Work Hours:8:00am - 5:00pm (Schedule and Shift are subject to change in accordance with the departments needs.)

Hours Per Week:40

Percentage of Employment:100%

Months of Employment:12 Months

Salary:Starting at \$5,953 per month

Required Documents:

Cover Letter and Resume / Optional Document: Writing Sample

Job Description:

C.S.E.A. Classified Bargaining Unit Salary Range 129

Application materials must be received by 11:59 pm 07/17/2024

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Required Documents: Resume and Cover Letter / Optional Document: Writing Sample

Applications missing the required documents will not be considered.

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.
- 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

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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.

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.

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- 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.
- 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

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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 effectively.
- 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 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

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- 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 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.



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

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 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.

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 elect to continue retirement system coverage under CalSTRS

DISABILITY ACCOMODATIONS:



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If you require special accommodations in the application and/or selection process, please notify District Human Resources 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.

ATTENDANCE REQUIREMENT:

Report to work on a regular and consistent basis, as scheduled, to assigned job.

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 office upon request.

EEO/AA Policy

DIVERSITY, EQUITY, INCLUSION, AND EQUAL EMPLOYMENT OPPORTUNITY (EEO):

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,



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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