

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

Direct Link: <https://www.AcademicKeys.com/r?job=259736>

Downloaded On: Jul. 16, 2025 2:52am

Posted Jul. 15, 2025, set to expire Jan. 28, 2026

Job Title Marketing and Communications Specialist (Substitute)

Department

Institution South Orange County Community College District
Mission Viejo, California

Date Posted Jul. 15, 2025

Application Open until filled

Deadline

Position Start Date Available immediately

Job Categories Professional Staff

Academic Field(s) Graphic Design/Marketing
Communications/Public Relations

Job Website <https://www.schooljobs.com/careers/socccd/jobs/5006236/marketing-and-communications-specialist-substitute>

Apply By Email

Job Description

Application Instructions:

- Complete all sections and fields on the application and attach all required documents – incomplete applications may not be considered.
- Include all relevant education, training, and/or experience on the application.
- Do not include any personally identifiable, confidential, or otherwise unrequested

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information that does not pertain to job related factors (e.g., social security number, date of birth, pictures, etc.) on your application or attached documents.

- For job postings with a close date, all applications received by 11:59 PM (Pacific Time) on the job posting close date, will receive consideration.
- For job postings with an initial screening date, all applications received by 11:59 PM (Pacific Time) on the job posting initial screening date, will receive priority consideration; however, typically the job posting will remain open, and continue to accept applications, until the position is filled.
- For job postings requiring professional references, include at least three (3) professional references from the following categories:

1. Current department chair(s) (for faculty) or supervisor(s);
2. Previous department chair(s) (for faculty) or supervisor(s) (from within the past five (5) years);
3. Master's thesis or Doctoral Dissertation advisor or supervisor (for faculty);
4. Colleague(s) or co-worker(s) who can address professional competency and skills relevant to the position; and/or
5. Other professional references.

Please note, professional references are typically contacted when a candidate is selected for, or as a finalist for, a position.

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 District or College and their programs, services,

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performances, events, and the accomplishments of others. Contributes to the operations of the assigned department and provides highly complex staff assistance in the development of marketing and communications strategies and materials.

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 other announcements; coordinate information released to the press and broadcast media.

Write and place content on assigned website(s) and social media platforms.

Develop and coordinate, with others, the distribution of a variety of 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; send information to be displayed on electronic marquees to the appropriate administrator; ensure information is displayed correctly.

Perform a variety of duties related to promoting programs and events on assigned websites, including writing, laying out, and programming ads; meet with web designer or designee and coordinate the placement of content and images to assigned website(s).

Coordinate with appropriate staff the shooting of video footage as necessary; ensure information is displayed correctly.

Schedule interviews between faculty, staff, students, artists, and others and members of the press; conduct interviews with guests, as necessary.

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Promote District or 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 District or College.

Take photos at events and as needed for marketing and communications projects.

Coordinate with 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 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.

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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 others.

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

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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 effective and appropriate manner.

Operate a digital camera and manipulate digital images.

Interpret and apply policies and procedures.

Identify and market one or more aspects of an event.

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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

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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 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 ensure health and comfort.

Physical: Primary functions require sufficient physical ability and mobility to work in an office

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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.

Supplemental Information

Work Schedule: **TBD** – Schedule and shift vary and are subject to change in accordance with the department's needs.

Hours per Week: Up to **25**

Employment Conditions and Information:

This is a short-term, temporary, hourly Non-Bargaining Unit (NBU) assignment, not to exceed 160 days and 960 hours per fiscal year (July 1st through June 30th). **Short-term, temporary NBU positions may only be used on an intermittent, seasonal, or project basis.** Education Code Section 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."

After successful completion of the onboarding requirements, an individual may be employed by the South Orange County Community College District (SOCCCD) as a short-term, temporary NBU employee. Employment will be on an "if and as needed" basis, as determined by the SOCCCD. The assignment may be shortened or extended at any time, due to departmental needs, with little to no notice. 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.

NBU employees are limited to working in a single position for a single department and site

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(assignments are onsite only).

NBU employees are paid on a monthly basis. The payroll reporting period is from the 1st of the month to the last day of the month. NBU employees are paid on the 10th of the following month.

Example: For the following reporting period: January 1st through January 31st, the NBU employee will be paid on February 10th.

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. The SOCCCD does not intend to employ NBU employees for more than 960 hours during any fiscal year.

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. The South Orange County Community College District (SOCCCD) will not sponsor any visa applications.

Employees must reside in California while employed with the SOCCCD.

California Public Employees Retirement System and California State Teachers Retirement System:

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 the SOCCCD 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 SOCCCD to perform service that requires membership in CalPERS, is eligible to elect to continue retirement system coverage under CalSTRS

Disability Accommodations:

If you require special accommodations in the application and/or evaluation process, please notify

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Human Resources at least two (2) business days prior to the job posting close or initial screening date, by either calling (949) 582-4850 or sending an e-mail to hrrinfodesk@socccd.edu.

Attendance Requirement:

All SOCCCD employees are required to 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.ivc.edu or www.saddleback.edu. Paper copies are available in the Human Resources office upon request.

Non-Discrimination Notice:

The SOCCCD provides access to its services, classes, and programs without regard to national origin, immigration status, religion, age, gender, gender identity, gender expression, race, ethnicity, color, medical condition, military and veteran status, genetic information, ancestry, sexual orientation, marital status, physical or mental disability, pregnancy, or because they are perceived to have one or more of the foregoing characteristics, or based on association with a person or group with one or more of these actual or perceived characteristics.

California Fair Chance Act:

The SOCCCD will consider qualified applicants with a criminal history pursuant to the California Fair Chance Act. You do not need to disclose your criminal history or participate in a background check until a conditional job offer is made to you. After making a conditional offer and running a background check, if the SOCCCD is concerned about a conviction that is directly related to the job, you will be given the chance to explain the circumstances surrounding the conviction, provide mitigating evidence, or challenge the accuracy of the background report.

Diversity, Equity, Inclusion and Equal Employment Opportunity:

The SOCCCD is 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.

The SOCCCD is committed to ensuring that all students have the opportunity to succeed in their

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classes and as such, to eliminating institutional barriers that disproportionately impact students of color. Irvine Valley College and Saddleback College are deeply committed to fostering an inclusive environment where students, staff, and faculty from diverse backgrounds can thrive academically and professionally.

Irvine Valley College (IVC) serves approximately 21,584 students, reflecting a rich diversity: 41% Asian, 2% Black/African-American, 21% Hispanic/Latino, 8% Southwest Asian and North African, 5% two or more races, and 21% White in Fall 2024.

Similarly, Saddleback College (SC) serves around 25,789 students, with demographics showing 12% Asian, 2% Black/African-American, 29% Hispanic/Latino, 5% two or more races, and 47% White in Fall 2024.

These numbers underscore the importance of our commitment to eliminating equity gaps across all student demographics through implementing dynamic, student-centered practices and policies. To support the academic and career success of our diverse student body, we seek a candidate who will actively contribute to our mission of inclusivity and support. The ideal candidate's values will align with SOCCCD's goals for Diversity, Equity, and Inclusion (DEI) and Equal Employment Opportunity (EEO).

THE 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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