

Marketing and Communication Specialist
South Orange County Community College District

Direct Link: <https://www.AcademicKeys.com/r?job=268802>

Downloaded On: Dec. 4, 2025 12:41pm

Posted Dec. 4, 2025, set to expire Mar. 28, 2026

Job Title Marketing and Communication Specialist

Department

Institution South Orange County Community College District
Mission Viejo, California

Date Posted Dec. 4, 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/5155149/marketing-and-communication-specialist>

Apply By Email

Job Description

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, 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.

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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.

May perform a full range of clerical and administrative services in support of assigned manager or supervisor.

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.

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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 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.

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,

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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.

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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.

Contact Information

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

Contact

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