



NORTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT



Job Description

Job Title:	Chief Campus Communications Officer	Salary Range:	24
Date Revised:	4/2/2026	Date Approved:	6/24/2026
THIS IS A DESIGNATED CLASSIFIED MANAGEMENT POSITION SUBJECT TO A SIX-MONTH PROBATIONARY PERIOD			

PRIMARY PURPOSE

Under the general direction of an assigned administrator or designee, the Chief Campus Communications Officer develops and manages internal and external communication strategies and programs in support of college and District priorities.

The Chief Campus Communications Officer oversees and leads all communications operations, special initiatives, and assigned budgets, and serves as a trusted advisor to the President and executive leadership. The Communications Officer leads public/media relations, marketing, advertising, digital engagement, crisis communication, college website, events, community engagement, and campus-wide messaging to promote a unified institutional identity

DISTINGUISHING CHARACTERISTICS

The Chief Campus Communications Officer serves as a key resource to college administration and as a member of the institutional executive team. The Communications Officer serves as a senior-level communications leader, distinguished by its responsibility for comprehensive, strategic direction over all aspects of internal and external communications at the college level.

The Chief Campus Communications Officer operates with significant autonomy and professional judgment, often advising executive leadership during high-stakes or sensitive situations. Unlike roles limited to media production or content development, this position requires institutional foresight, cross-functional collaboration, and leadership in strategic planning, brand management, and executive messaging. The Communications Officer manages complex communication strategies while ensuring inclusivity, accessibility, and alignment with the institution's mission, values, and equity goals.

ESSENTIAL FUNCTIONS

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

Strategic Communication Leadership

1. Develops and executes comprehensive communication strategies that enhance enrollment, promote equity, and build a healthy campus climate.
2. Serves as the lead advisor on communication matters to executive leadership during critical events, crises, or emergency situations.
3. Guides the institution's image, branding, and reputation management efforts in alignment with strategic planning and accreditation priorities and initiatives.

Public Relations, Media, and Community Engagement

4. Leads public and media relations efforts, including but not limited to press releases, community engagement, special events, partnership development, advocacy, and outreach initiatives.



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5. Represents the college and/or District as a delegate to local community leaders and partner organizations.
6. Cultivates strong relationships with media, elected officials, and community partners to advance institutional goals.

Internal and Executive Communications

7. Drafts, edits, and coordinates executive communications such as announcements, speeches, and crisis responses.
8. Partners with administrators, community members, and government or local agencies to develop, draft, edit, coordinate, and distribute college-wide communications for crisis situations and/or sensitive matters.
9. Designs and implements messaging that promotes organizational transparency, belonging, and engagement across diverse stakeholder groups.
10. Oversees and innovates daily communication efforts, including the development and maintenance of the college website and digital content, including social media platforms.
11. Collaborates with internal subject matter experts (SMEs) to ensure content is accessible, secure, equity-minded, and emotionally intelligent in alignment with District and/or college policies and procedures.

Marketing and Content Strategy

12. Directs the production of integrated marketing and advertising campaigns across print, web, social media, digital signage, and video platforms.
13. Oversees content creation, visual design, and storytelling to support recruitment, retention, and campus culture initiatives.
14. Ensures all communications are accessible, inclusive, and culturally responsive.

Event Communications and Coordination

15. Strategizes, executes, and leads communications for major campus events and activities that align with District and/or college goals to build community culture and belonging, such as Convocation, Commencement, and Investitures.
16. Collaborates with internal departments to ensure event messaging aligns with institutional identity and values.

Digital Platforms and Web Oversight

17. Manages institutional websites, mobile apps, and social media platforms; ensures regular updates and security compliance.
18. Partners with Information Technology (IT) and content experts to ensure digital communications meet accessibility and usability standards.
19. Reviews, edits, strategizes, and approves institutional messaging sent via mass messaging platforms including email, text, and Customer Relationship Management (CRM) system.

Administrative Oversight and Budget Management

20. Supervises assigned staff and contractors involved in communications, public affairs, or marketing functions.



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- 21. Manages assigned budgets to develop and execute compelling marketing and advertising campaigns aimed at engaging internal and external audiences through newsletters, emails, text messaging, social media, videos, campus signage, and other institutional projects and priorities related to the area of assignment.
- 22. Administers budgets and ensures cost-effective use of communication resources.

Representation and Collaboration

- 23. Represents the institution on District-wide committees, community coalitions, and in professional settings.
- 24. Coordinates with various departments to ensure consistency and cohesion in messaging across all communication channels.
- 25. Represents the President at a variety of internal and external events as a designee.

Supervision and Staff Development

- 26. Trains, manages, and evaluates assigned staff; works with District Human Resources in hiring, onboarding, and disciplinary processes, as needed.
- 27. Identifies and encourages professional development opportunities for assigned staff.
- 28. Assigns duties and reviews work to ensure accuracy, completeness, and compliance with established policies and procedures.
- 29. Ensures staff adherence to performance standards, project timelines, and institutional objectives.

Technology and Process Improvement

- 30. Learns and applies emerging technologies and advances as necessary to enhance the office's capabilities and perform duties in an efficient, organized, and timely manner.

Diversity, Equity, and Inclusion

- 31. Participates in District/College efforts to increase the diversity of faculty and staff and to address student achievement gaps; actively assists in the creation of a welcoming and inclusive work and educational environment; attends and participates in diversity, equity, and inclusion trainings and events.

General

- 33. Attends and participates in a variety of college and/or District committees and meetings, as requested.
- 34. Performs other duties that support the overall objective of the position.

WORKING RELATIONSHIPS

The incumbent engages and maintains contact with various District administrators, management, faculty, staff, students, vendors, government agencies and organizations, higher education institutions, the California State Chancellor's Office, and the public.



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MINIMUM QUALIFICATIONS

Education and Experience:

- Bachelor's Degree in Communications, Journalism, Public Relations, Public Administration, or related discipline; **AND**
- Five (5) years of progressively responsible experience in Communications, Marketing, Public Relations, or related field; **WITH**
- Two (2) years of supervisory experience.
- **Or**, any combination of education and experience which would provide the required equivalent qualifications of the position; **AND**
- Commitment to diversity. 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

- Master's Degree in Communications, Journalism, Public Relations, Public Administration, or related discipline.
- Experience in public relations or strategic communications within a higher education environment.
- Demonstrated experience fostering an inclusive and welcoming work or educational environment through equity-minded approaches in professional interactions with colleagues and students.

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge:

- Knowledge of strategic communication, communication principles, media relations, and marketing practices.
- Knowledge of community college operations, accreditation, and higher education policies.
- Knowledge of digital communication platforms, accessibility standards, and crisis communications.
- Knowledge of public agency governance and public affairs strategies.
- Knowledge of brand management.
- Knowledge of California Education Code, legislative processes, and compliance issues in higher education.
- Knowledge and understanding of the philosophy, objectives, and operations of a community college.
- Knowledge of effective mass communication, advertising, and public relations procedures and practices.
- Knowledge of social and digital communications.
- Knowledge of statistical research methods and techniques.
- Knowledge of desktop publishing software and applications, printing procedures, advertising/media layout, videography, and photography.



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- Knowledge of crisis communications principles, strategies, and tactics.
- Knowledge of marketing strategies for mainstream and underrepresented groups.
- Knowledge of public agency branding, emergency communications, and cross-platform content development.
- Knowledge of budget management, public administration, and integrated marketing.
- Knowledge of emerging communication technologies and accessible communication standards.
- Knowledge and awareness of equity and inclusion principles, particularly in the context of student support services.
- General knowledge of community college structures, processes, and student demographics.

Skills:

- Advanced level of written and verbal communication, editing, and storytelling.
- Public speaking and crisis communication.
- Managing cross-platform content and integrated campaigns.
- Managing mass email, text messaging, and CRM platforms supporting marketing and emergency communication.
- Strong organizational skills with the ability to prioritize and manage multiple tasks efficiently.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) and other relevant creative software applications such as Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Acrobat).
- Excellent written and verbal communication skills, with the ability to draft clear and concise reports, correspondence, and presentations.
- Data collection, analysis, and reporting, particularly in relation to program outcomes and student participation.
- Proficiency in computer software programs, applications, databases, and Enterprise Resource Planning Systems (ERP) systems; computer hardware and peripheral equipment related to the area of assignment.

Abilities:

- Ability to independently perform the essential responsibilities of the position.
- Ability to develop and implement communication plans and strategies.
- Ability to establish and maintain relationships with the media, community, and elected officials.
- Ability to write, develop, and distribute news releases and promotional materials using journalistic style.
- Ability to represent the institution to the media and effectively respond to citizen and media requests with professionalism and credibility.
- Ability to balance multiple priorities under pressure while maintaining attention to detail.
- Ability to maintain a professional demeanor under stressful situations.
- Ability to operate independently with sound judgement and political acuity.
- Ability to navigate complex organizational structures with tact and diplomacy.



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- Ability to exercise a high degree of judgement and discernment in dealing with the media.
- Ability to maintain a professional demeanor under stressful situations.
- Ability to foster inclusive, accessible, and equity-driven communication practices.
- Ability to interact positively and professionally with a diverse student population, faculty, and staff.
- Ability to maintain confidentiality and handle sensitive information with discretion.
- Ability to plan, organize, and prioritize workload to meet schedules and timelines.
- Ability to learn and adapt to new software, systems, and processes as required.
- Ability to attend and participate in diversity, equity, and inclusion trainings and events.
- Ability to provide an inclusive and welcoming work/educational environment.
- Ability to demonstrate a 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.
- Ability to establish and maintain effective and cooperative working relationships with those encountered in the course of work.

SPECIAL REQUIREMENTS, LICENSES, and/or CERTIFICATIONS

- Possession of or ability to possess a valid driver license based on the need related to the area of assignment if and when travel is required in the course of work.
- Travel may be required for various off-site meetings, trainings, conferences, and/or events in support of the overall objective of the position.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands:

While performing the duties of this classification, the incumbent is regularly required to sit, walk, and/or stand, speak, or hear, both in person and by telephone. Use hands repetitively to perform fine/gross finger manipulation, handle, feel or operate standard office equipment; reach with hands and arms; and occasionally lift and carry up to 25 pounds, unassisted. Must frequently sit and/or stand for long periods of time; dexterity of hands and fingers to operate a variety of computer and office equipment. The incumbent may be required to bend at the waist, kneel, and/or crouch; move about the college or District site(s).

Specific vision abilities required by this job include close vision and the ability to adjust focus and view a variety of computer screens, printed documents, and instructions.

The incumbent may be required to work a flexible and varying work schedule based on the needs of the department, including evenings and weekends, as needed.



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Mental Demands:

While performing the duties of this class, the incumbent is regularly required to use written and oral communication skills; read and interpret data, information and documents; analyze and solve problems; observe and interpret people and situations; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks; use math/mathematical reasoning; perform highly detailed work under changing priorities and deadlines on multiple concurrent tasks; work with frequent interruptions, and interact with District and/or college faculty, staff, management, administrators, students, educational institutions, and others encountered the course of work.

WORK ENVIRONMENT AND CONDITIONS

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The incumbent works under typical office conditions, and the noise level is usually quiet.

Working Conditions:

Work is performed primarily indoors where minimal safety considerations exist. The incumbent may be subject to constant interruptions and frequent interaction with District and college personnel and the public. Specific vision abilities required by this job include close vision and the ability to adjust focus and view a variety of computer screens, printed documents, and instructions.

To accomplish this job successfully, an individual must be able to perform, with or without reasonable accommodation, each essential function satisfactorily. Reasonable accommodations may be made to help enable qualified individuals with disabilities to perform the essential functions of the position.

North Orange County Community College District (NOCCCD) is committed to creating a diverse academic and workforce environment that encourages and fosters diversity, equity, inclusion, and equal opportunities for everyone. NOCCCD is focused on creating a welcoming culture to ensure students, faculty, management, and staff feel included, supported, and safe.

NOCCCD looks for likeminded and inclusive individuals who represent the community's diversity and demonstrate a sensitivity to the understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of those we represent. Our District community of professionals is devoted to enriching our students' lives by bringing a variety of ways to engage and discover their individual and collective paths through education.