



NORTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT



Job Description

Job Title:	Chief District Communications Officer	Salary Range:	29
Date Revised:	4/2/2026	Date Approved:	6/23/2026
THIS IS A DESIGNATED CLASSIFIED MANAGEMENT POSITION SUBJECT TO A SIX-MONTH PROBATIONARY PERIOD			

PRIMARY PURPOSE

Under the direction of the assigned administrator or designee, the Chief District Communications Officer leads the strategic development and execution of the Districtwide communications efforts, including internal and external communications; branding, marketing, advertising and social media management, event development and execution; media relations, public affairs, and crisis incident management; community outreach and partnerships coordination; District charitable foundation administration; and local, state, and federal legislative relations. The Chief District Communications Officer ensures alignment with institutional priorities, cultivates strong public trust, and strengthens legislative advocacy.

The Chief District Communications Officer oversees the operations of both the NOCCCD Public and Governmental Affairs and the Printing and Design Department.

DISTINGUISHING CHARACTERISTICS

The Chief District Communications Officer is distinguished by its breadth of strategic oversight encompassing District-wide communications efforts, including marketing, branding, advertising, and digital campaigns; media, public, and community relations; as well as local, state, and federal legislative affairs. The Chief District Communications Officer functions as the primary spokesperson and policy liaison for the District and leads high-profile initiatives and strategic communications for executive leadership.

The Chief District Communications Officer plays a critical role in crisis incident management and communications as well as District-level institutional planning, requiring a high degree of discretion, leadership, and public presence.

ESSENTIAL FUNCTIONS

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

Strategic Leadership and Public Relations

1. Serves as a key advisor to the Chancellor, Board of Trustees, and executive staff on policies, procedures, and management issues related to assigned areas of responsibility.
2. Develops, implements, and executes comprehensive communication strategies for Districtwide branding, marketing, public affairs, and external relations efforts.
3. Serves as District's chief spokesperson and primary liaison with news and social media outlets, representing the Chancellor and Board of Trustees in matters of interest while managing relationships with key media stakeholders.
4. Manages Districtwide communications responses to crisis and emergency incidents.
5. Represents the District in local, state, and national committees, workgroups, and meetings



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Governmental and Legislative Affairs

6. Serves as the lead advocate on legislative and governmental matters at local, state, and federal levels.
7. Develops, implements, manages, coordinates, and leads the District's comprehensive government and legislative affairs efforts.
8. Tracks, monitors, and analyzes proposed legislation; develops legislative priorities and coordinates policy initiatives and strategies.
9. Represents the District in dialogue with elected officials, government agencies, and trade and advocacy groups.

Public Records and Regulatory Compliance

10. Serves as the primary and principal contact responsible for California Public Records Act (CPRA) and Freedom of Information Act (FOIA) requests for the District and campuses.
11. Ensures public records requests are handled promptly, in compliance with regulations, and with appropriate sensitivity, in coordination with internal stakeholders; refers requests to general counsel, as needed.
12. Coordinates internal processes to identify and redact sensitive content in responsive documents; ensures timely submissions and legal compliance.
13. Oversees the retention and distribution of digital evidence, including but not limited to the review and redaction of written, email, video, and audio files for public record requests.
14. Stays up to date on laws, regulations, and policies affecting public records at California educational institutions.

Institutional Strategic Planning and Governance

15. Contributes to executive-level planning efforts, including but not limited to the Districtwide Strategic Plan, Educational and Facilities Master Plan, Emergency Operations Plan, accreditation, and bond elections.
16. Participates in executive-level committees; aligns communication strategies and leads integrated planning efforts in collaboration with the Chancellor's Staff and campus leadership.
17. Collaborates with Chancellor's staff, President Cabinets, and appropriate staff to support District Services and the campus communication teams.

Executive Communications

18. Develops communications and materials for presentations by the Chancellor and members of the Board of Trustees including speeches, scripts, presentations, memos, fact sheets, and public service announcements for internal and external use.
19. Develops, implements, manages, coordinates, and leads the District's comprehensive marketing, branding, advertising, communications, and digital content programs.

Community Engagement and Special Events

20. Leads planning and execution of high-profile events, including but not limited to investitures, community events, planning meetings, public forums, legislative visits, and ceremonies.
21. Facilitates campus visits and community events involving legislators, dignitaries, elected



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officials, special guests, and business leaders.

22. Builds and maintains strong partnerships with civic leaders, organizations, and community stakeholders.

Supervision and Staff Development

23. Oversees the operations of the District's Public & Governmental Affairs and Printing and Design Departments.
24. Plans, organizes, directs, supervises, and leads daily operations for Public & Governmental Affairs Department, including assigning job duties and work schedules, providing feedback on performance, conducting timely performance evaluations, assessing training and professional development needs for assigned staff and providing training opportunities, participating in hiring and onboarding new staff, and participating in corrective and disciplinary processes with assigned staff.
25. Assigns duties and reviews work to ensure accuracy, completeness, and compliance with established policies and procedures.
26. Ensures staff adherence to performance standards, project timelines, and institutional objectives.

Budget and Resource Management

27. Develops and prepares preliminary annual budgets; monitors and controls budget expenditures; ensures fiscal compliance and optimizes resource allocation.
28. Oversees the development and maintenance of detailed and comprehensive reports, records, and files related to programs, operations, and activities.

Diversity, Equity, and Inclusion

29. Promotes equity-minded leadership and practices within communications and external relations.
30. Participates in institutional efforts to foster a welcoming and inclusive environment.
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

32. Serves on the Executive Board of the North Orange County Community College Foundation Board, as requested; perform a variety of administrative, financial, or budgetary management activities.
33. 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 professional experience in Public Relations, Journalism, Communications, Marketing, or related field; **AND**
- Three (3) years of experience in a supervisory role.
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, government relations, and media practices.
- 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 local, state, and national legislative processes related to community colleges.
- Knowledge of effective mass communication, advertising, and public relations procedures and practices.
- Knowledge of social and digital communications.
- 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.



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- General knowledge of community college structures, processes, and student demographics.

Skills:

- Executive-level writing and editing.
- Public speaking and crisis communication.
- Establishing media, legislative, and community partnerships.
- Managing large-scale campaigns and initiatives under tight deadlines.
- 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 software applications.
- 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 direct an effective public affairs and communications programs.
- Ability to develop and implement communication plans and strategies.
- Ability to establish 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 District to the media and effectively respond to citizen and media requests.
- 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.
- 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 manage multiple shifting priorities under pressure.
- 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.



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- 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.

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.



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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.