NORTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT

Cypress College Fullerton College NOCE NORTH ORANGE CONTINUING EDUCATION

Job Description

Job Title:	Communications Coordinator	Salary Range:	45
Date Revised:	November 10, 2026	Date Approved:	July 25, 2017
THIS IS A DESIGNATED CLASSIFIED POSITION SUBJECT TO A SIX-MONTH PROBATIONARY PERIOD			

PRIMARY PURPOSE

Under the general direction of a designated administrator or manager, the Communications Coordinator develops, implements, and supports District and/or campus-wide communications, marketing, and public relations initiatives across multiple platforms. The Communications Coordinator creates and oversees content for print, digital, email, Customer Relationship Management (CRM), and social media platforms; supports media relations and branding standards; and ensures timely, accurate, and consistent messaging to internal and external stakeholders.

The Communications Coordinator collaborates across departments to enhance the District and/or campus's visibility, brand, and engagement with the community while ensuring compliance with applicable regulations and communication standards.

DISTINGUISHING CHARACTERISTICS

The Communications Coordinator is distinguished from the Communications Specialist as the higher-level classification, with broader responsibility for coordinating and implementing District and/or campus communications initiatives across multiple platforms and functional areas. The Communications Coordinator exercises greater autonomy in prioritizing work, managing sensitive and time-critical communications, and ensuring alignment of messaging with institutional standards, branding, and regulatory requirements. The Communications Coordinator coordinates communications workflows, leads complex and concurrent projects, and serves as a central point of integration among departments, leadership, and external stakeholders.

In contrast, the Communications Specialist supports and assists in executing communications activities within established strategies and guidelines. The Specialist assists the development of content, supports multi-channel communications, and contributes to campaigns, media relations, and outreach efforts, applying professional knowledge of communications practices, branding, and digital platforms. While the Specialist exercises independent judgment in completing assigned responsibilities and projects and managing day-to-day tasks, it typically operates within defined parameters and direction. Overall, the Communications Coordinator leads and integrates communications efforts with a higher level of accountability and organizational impact, while the Specialist contributes to supporting, execution-focused capacity.

ESSENTIAL FUNCTIONS

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

Content Development and Strategic Communications

1. Develops, coordinates, and implements communications and marketing plans and materials including annual reports, brochures, newsletters, signage, banners, flyers, and digital graphics; ensures alignment with District and/or campus priorities.
2. Leads the development and implementation of multi-channel communications strategies; ensuring consistency in messaging, branding, and institutional voice.
3. Develops, writes, edits, and produces communications for internal and external audiences across multiple channels, including print, web, social media, advertising, and other formats to achieve desired outcomes.
4. Evaluates communication performance metrics and analytics; determines and implements strategic improvements to campaigns and messaging.

Digital Communications and Website Management

5. Develops, maintains, and updates District/campus website content, including news stories, event calendars, and multiple content.
6. Ensures compliance and alignment with accessibility standards, legal requirements, and District/campus policies related to communications and public information.
7. Supports design enhancements and implementation of new web features and content management systems.
8. Coordinates District/campus social media presence, including content creation, photography, graphic design, and scheduling of posts.
9. Researches, evaluates, and applies emerging communication strategies, industry trends, tools, and technologies to enhance digital engagement and overall communication effectiveness.

Social Media and Digital Engagement

10. Updates and maintains District and/or campus social media platforms, including content creation, photography, graphic design, video production, and scheduling of regular posts.
11. Monitors social media channels for adherence to guidelines and evaluates engagement metrics to inform content strategies.
12. Provides analytics and reporting on website and social media performance, including recommendations for improvement.

Media Relations and Public Information

13. Serves as a primary point of contact for media relations and public information, coordinating messaging and responses in alignment with institutional standards.
14. Monitors media coverage and prepares reports on media reach, engagement, and effectiveness.
15. Coordinates and fulfills District and/or campus-wide public records requests in

compliance with applicable laws and timelines.

Crisis and Emergency Communication

16. Coordinates crisis and emergency communications efforts, supporting timely and accurate dissemination of information, warnings, emergency notifications, and related messaging.
17. Participates, as assigned, in the District's Emergency Operations Center (EOC) or campus Incident Command System to support communication efforts during critical incidents; maintains current training related to emergency communications and management.

Systems, Records, and Process Management

18. Coordinates and maintains communications-related systems, processes, and workflows, including public records tracking, content management systems, photo archives, emergency notification systems, and email communication tools to improve efficiency and effectiveness.
19. Coordinates communications systems, processes, and workflows to improve efficiency and effectiveness.
20. Ensures accuracy, organization, and accessibility of communication records and assets.

Events and Community Engagement

21. Plans, coordinates, and supports District and/or campus public relations events and activities.
22. Coordinates logistics, vendors, participants, and promotional efforts; collaborates with internal departments, facilities, and external partners.
23. Provides on-site event coordination, troubleshooting, and support.

Administrative and Operational Support

24. Collaborates with leadership and stakeholders to align communications initiatives with institutional goals and priorities.
25. Supports daily communications office operations, including preparing correspondence, reports, agendas, and presentations.
26. Coordinates meetings, schedules appointments, and responds to inquiries, providing information and resolving issues within scope of authority.
27. Monitors departmental budgets and expenditures; assists with budget development, processes purchase requisitions and orders, tracks financial activity, and maintains related records.
28. Coordinate office logistics, including ordering supplies and materials.

Coordination and Lead Responsibilities

29. Coordinates communications projects with District/campus departments, campuses, vendors, media representatives, and community partners.
30. Provides lead direction, guidance, and coordination to staff, student workers, and contributors involved in communications activities, as directed.

Technology and Process Improvement

31. Learns, evaluates, and applies emerging technologies, tools, and communication practices to improve efficiency, organization, and effectiveness of communications.

Diversity, Equity, and Inclusion, (DEI)

32. Participate in District/campus efforts to increase the diversity of faculty and staff and to address student achievement gaps; active assists in the creation of a welcoming and inclusive work and educational environment; attends and participates in DEI trainings and events.

General

33. Performs other duties that support the overall objective of the position.

WORKING RELATIONSHIPS

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

MINIMUM QUALIFICATIONS

Education and Experience:

- Bachelor's Degree from an accredited institution in English, Communications, Public Relations, Journalism, Marketing, Graphic Design or a related field;

AND

- Three (3) years of experience in communications, community engagement, or related field with demonstrated networking, presentation, community outreach, and writing skills;

OR

- Associate's Degree from an accredited institution in a related discipline;

AND

- Five (5) years of experience in communications, community engagement, or related field with demonstrated networking, presentation, community outreach, and writing skills;

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

- 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 and understanding of District, campus, division, department, and/or program organizations, operations, policies, procedures, rules, laws, regulations, goals, and objectives related to the area of assignment.
- Knowledge of and familiarity with the California Education Code and other applicable laws and regulations related to the area of assignment. Knowledge of strategic branding, communication principles, and audience engagement techniques Knowledge of social media, web analytics, and content management systems.
- Knowledge of accessibility compliance and Search Engine Optimization (SEO) best practices.
- Knowledge of crisis communication and reputation management strategies.
- Knowledge of web development, website and graphic accessibility, technologies, and editing tools related to the communication specialty.
- Knowledge of web usability, navigation, and accessibility related to the communication specialty.
- Knowledge of computer software programs, applications, databases, and Enterprise Resource Planning (ERP) systems; computer hardware and peripheral equipment related to the area of assignment.
- Knowledge of student information systems, management information systems, databases, and data management practices.
- 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:

- Strong organizational skills with the ability to prioritize and resolve multiple tasks efficiently.
- Proficiency in Microsoft 365 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.
- Event planning and coordination skills, including the ability to facilitate logistics and details for meetings, workshops, and special events.
- Computer software programs, applications, databases, and Enterprise Resource Planning (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 work independently and collaboratively within a team environment.
- 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 demonstrate project management and organizational skills.
- Ability to align communication plans with organizational operation, goals, and needs.
- Ability to incorporate new and emerging technologies into existing work processes, daily functions, and strategic outcomes.
- Ability to connect organizational priorities with community partnerships and outreach.
- Ability to problem solve and work on multiple projects simultaneously.
- Ability to learn and adapt to new software, systems, and processes as required.
- Ability to provide empathetic and effective support to students, addressing their needs and concerns with professionalism.
- Ability to attend and participate in DEI 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

- Travel may be required for various off-site meetings, trainings, conferences, and/or events in support of the overall objective of the position.
- Possession of, or the ability to obtain, a valid driver license based on the needs of the classification and the area of assignment when travel is required in the course of work, unless NOCCCD deems an alternative form of transportation comparable, including travel time and travel costs to the employer when driving is not part of the regularly assigned duties.
- All required travel reimbursement is governed by AP 7400, Employee Travel and Conference Attendance.

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 push, pull, 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; 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 like-minded and inclusive individuals who represent the community's diversity and demonstrate a sensitivity to and understanding of the diverse academic,

socioeconomic, cultural, disability, gender, 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.