



COMMUNICATIONS COORDINATOR

DEFINITION

Under general direction, develops, coordinates, and implements district-wide and program-level communication activities; plans and executes strategic internal and external communications initiatives; writes, edits, and produces content for websites, social media, email campaigns, presentations, and print publications; coordinates departmental calendars and collaborates with other departments in the planning and promotion of District events; provides technical and functional guidance to staff and student workers; and performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from assigned supervisor or manager. Exercises no supervision of staff.

CLASS CHARACTERISTICS

This is a coordinator classification responsible for planning, organizing, and coordinating complex communications and public information functions in support of district-wide and program-level initiatives. Assignments are given with general guidelines, and incumbents are responsible for establishing objectives, timelines, and methods to deliver communication products and services. Work is typically reviewed upon completion for soundness, appropriateness, and conformity to policy and requirements.

EXAMPLES OF TYPICAL FUNCTIONS (Illustrative Only)

- Plans, coordinates, and produces a wide range of internal and external communications, including newsletters, press releases, college-wide emails, social media posts, webpages, video scripts, and reports; independently develops content that aligns with institutional priorities, brand standards, and audience needs.
- Develops, schedules, and coordinates major college-wide events and presentations, including district-wide events and strategic planning sessions; manages event logistics, marketing strategies, timelines, budgets, contracts, and purchase requisitions to ensure successful execution and compliance with established requirements.
- Coordinates intake, evaluation, prioritization, and assignment of communications project requests; establishes objectives, timelines, and workflows; tracks progress and provides support to ensure timely and high-quality delivery of work products across the Office of Communications.
- Writes, edits, and manages digital content for websites, social media platforms, email campaigns, and digital signage; determines layout, messaging, and presentation of content to ensure clarity, accessibility, and consistency with branding and web standards.
- Serves as a liaison between the Office of Communications and campus leadership, District communications staff, internal departments, and external vendors; schedules and leads meetings to facilitate collaboration, resolve issues, and coordinate cross-functional communications initiatives.

- Provides technical assistance, guidance, and consultation to staff and faculty on communications strategies, design concepts, messaging, and audience engagement; completes graphic design, photo editing, and video editing tasks as needed to support marketing and communications objectives.
- Develops, updates, and enforces style guides and best practices for social media, web content, and visual identity; conducts presentations and training sessions on web standards, branding, and accessibility requirements, including Web Content Accessibility Guidelines (WCAG) and Americans with Disabilities Act (ADA) compliance.
- Photographs events, programs, and campus activities for use in print and digital publications; selects, edits, and archives images to support storytelling, marketing, and institutional reporting needs.
- Monitors engagement metrics and performance data for digital communications and advertising campaigns; analyzes results and prepares reports to inform strategy, improve effectiveness, and support decision-making by management.
- Performs advanced administrative and program coordination duties of considerable complexity, including budget tracking, vendor coordination, contract processing, and executive support for assigned administrators; ensures adherence to college, District, and regulatory policies and procedures.
- Provides direction, training, and guidance to assigned staff and student workers; plans, schedules, prioritizes, and assigns work; researches, explains, and provides guidance on standards and procedures; and reviews and controls quality of work.
- Stays abreast of new trends and innovations in the field of communications; monitors changes in laws, regulations, and technology that may affect college or District operations; implements policy and procedural changes as required.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles and practices of strategic internal and external communications, including message development, audience analysis, and multi-channel communication planning.
- Principles and practices of event communications and promotion, including coordination of timelines, messaging, marketing strategies, and stakeholder communications for large-scale events.
- Content development, editing, and writing techniques for a variety of communication media, including websites, social media platforms, email campaigns, press releases, presentations, and print publications.
- Project coordination methods including intake assessment, prioritization, scheduling, tracking, and workflow management in a communications or marketing environment.
- Basic graphic design, photography, and video editing concepts and tools used to support marketing and communications initiatives.
- Techniques and methods of data research, synthesis, organization, and interpretation.
- Applicable federal, state, and local laws, rules, regulations, ordinances, and District policies and procedures relevant to assigned area of responsibility.
- Principles of providing functional direction and training.
- Business letter writing and the standard format for reports and correspondence.
- Record keeping and filing systems and methods.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Modern office practices, procedures, technology, and computer equipment and applications, including word processing, database, and spreadsheet applications.

- Techniques for providing a high level of customer service by effectively dealing with the public, students, and District staff, including individuals of diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation.

Ability to:

- Demonstrate understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty, and staff.
- Interpret, apply, explain, and ensure compliance with applicable federal, state, and local laws, rules, regulations, ordinances, and District policies and procedures relevant to assigned area of responsibility.
- Assist in developing and implementing goals, objectives, policies, procedures, work standards, and internal controls for assigned functional areas.
- Plan, develop, coordinate, and implement internal and external communication initiatives and strategies.
- Plan, organize, and carry out assignments from management staff with minimal direction.
- Collect, maintain, and track data and statistics for program evaluation, accountability, and reporting.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Oversee the maintenance of a variety of filing, record keeping, and tracking systems of work performed.
- Organize work, set priorities, meet critical deadlines, and follow-up on assignments.
- Effectively use computer systems, software, and modern business equipment to perform a variety of work tasks.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to graduation from an accredited four-year college or university with major coursework in English, journalism, marketing, communications, or a related field and three (3) years of increasingly responsible experience technical marketing, communications, or public affairs.

Licenses and Certifications:

- None

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer, and to operate a motor vehicle to visit various high school and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. Standing in and walking between work areas is frequently required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office

equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds. Reasonable accommodations will be made for individuals on a case-by-case basis.

ENVIRONMENTAL CONDITIONS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Occasionally, employees may work outdoors for assigned events and be exposed to loud noise levels, cold and/or hot temperatures, and dust, fumes, and allergens.

Salary Grade: C1-58

FLSA: Non-Exempt

EEO Code: H-70

Board Approved: April 2026