

# San Diego Community College District

## CLASSIFICATION DESCRIPTION

**Title:** Campus Digital Communications Specialist

**Unit:** Office Technical

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**Job Code:** J1175  
**Original Date:** 05/2015  
**Last Revision:** 05/2015  
**Staff Type:** Classified  
**FLSA status:** Non-Exempt  
**Salary Range:** 27

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### DEFINITION

Under the direction of a College Vice President or assigned supervisor, plan, design, develop, implement, oversee, and maintain a digital communications strategy to strengthen the College's public image and build stronger relationships with key audiences. Perform daily duties with a high degree of independence and minimal oversight; provide essential writing and editing support for campus communications; serve on committees and advisory boards; represent the College as appropriate; make recommendations and provide advice.

### EXAMPLES OF DUTIES

1. Manage social media efforts on behalf of the college campus including use of official media channels (i.e., Facebook, Twitter, LinkedIn, YouTube and others); manage selection process media content and creation of a campus news site; share information, and build two-way communication with community members; integrate social media efforts with both online and traditional communication channels.
2. Coordinate digital communication efforts across the college. Create college social media guidelines. Create social media campaigns; manage and lead internal and external digital initiatives.
3. Create original content for the college campus news site including stories, photography, and video.
4. Contribute to the production of a regular e-newsletter which features links to updated news and other content from the college campus.
5. Serve as content contributor for college's news site, managing story content and other updates as necessary via the homepage including the dissemination of District emergency communications. Monitor and provide regular reports to management on web and social media site performance and engagement.
6. Participate as a valued member of the college and District communications teams – including attending team meetings as well as other committees and working groups. Provide support as needed with media relations activities, marketing/branding, events, and production of the college campus publications, including photography, writing and editing. Meet with management and provide regular updates in order to arrive at decisions.
7. Market the college news site to internal and external audience to steadily build site viewers and engagement. Measure and report results on a regular basis. Instruct and train faculty, staff and students on standard software applications and instructional development processes.
8. Develop a presence on social media and college websites in support of key campus and college initiatives and programs. Work closely with senior campus leaders and other staff to achieve the college campus communications objectives.
9. Keep up with the latest trends and information available on digital communications including web accessibility and usability. Work with the District Communication and Public Relations Department and other college departments to maintain compliance with Section 508 (ADA) and W3C web standards.
10. Pursue continued professional development through involvement in professional associations and by participating in conferences and training as needed.

11. Prepare, monitor and manage budgets and records; decide budgetary impact of major stories featured. Maintain and prepare reports.
12. May lead the work of staff.
13. Perform other duties as assigned.

### **DESIRABLE QUALIFICATIONS**

#### Knowledge:

Content Management Systems and social media platforms  
Electronic communications initiatives management.  
Familiarity with cross-platform and browser issues & web design and content best practices.  
Familiarity with usability and web accessibility standards.  
Graphic design, photo editing and video production.  
Mac and PC web developer.  
Management of electronic newsletters, Intranets, Internet and other web-based communications.  
Office operations management.

Principles and techniques of establishing and maintaining good internal and external public relations.  
Section 508 (ADA) and W3C web standards.

Techniques of preparing, producing and disseminating information.  
Technological advancements related to the requirements of the assignment.  
Thorough web development strategies, best practices and techniques.  
Use of all major communication media and a variety of social media platforms.  
Web site development, authoring and Internet technology maintenance.

#### Skills and Abilities:

Analyze circumstances accurately, determine public relations consequences, and recommend effective courses of action.  
Communicate effectively orally and in writing.  
Coordinate work projects  
Design, modify and evaluate multimedia, Internet and video instructional /informational packages, multimedia modules and other instructional/informational media.  
Establish and maintain effective and cooperative working relationships with others.  
Establish schedules and meet deadlines.  
Evaluate the news value of campus or college activities.  
Excellent written and oral communication.  
Exercise discretion and independent judgment.  
Lead major projects.  
Instruct and standard software applications and instructional development processes.  
Plan public and social-media information programs.  
Proficient with Microsoft applications including: Word, Excel and PowerPoint.  
Provide work direction and guidance to others.  
Research and prepare reports; maintain records.  
Lead and train others.  
Technical skill sets related to information architecture and web media design and delivery for the internet; web-related marketing concepts and strategies; federal regulations for accessibility for the disabled; and new, unlighted implications for copyrights.  
Web authoring and Internet technology expertise.  
Write clear, concise and effective public information materials.

Training and Experience:

Any combination of training and experience equivalent to: a Bachelor's degree with a major in Communications, Journalism, Public Relations or related degree, at least two years of experience creating and managing digital marketing initiatives and two years of increasingly responsible writing/editing experience. Experience in supervision, marketing, and working in an institution of higher education are desirable.

**WORKING CONDITIONS**

Physical Requirements:

Category III, usually minimum requirements.

Environment:

Favorable, usually involves an office. Available to respond to situations and activities at night and on weekends as needed.