

Public Information Officer  
Rancho Santiago Community College District

Direct Link: <https://www.AcademicKeys.com/r?job=244240>

Downloaded On: Sep. 13, 2024 5:16pm

Posted Sep. 3, 2024, set to expire Sep. 27, 2024

<b>Job Title</b>	Public Information Officer
<b>Department</b>	Staff
<b>Institution</b>	Rancho Santiago Community College District Santa Ana, California
<b>Date Posted</b>	Sep. 3, 2024
<b>Application Deadline</b>	09/27/2024
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Professional Staff
<b>Academic Field(s)</b>	Administration - Other
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<b>Job Description</b>	

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**Public Information Officer**

**Rancho Santiago Community College District**

**Salary Range:** Grade I: \$113,243.22 - \$151,771.42

**Job Type:** Full Time

**Job Number:** CL24-01015

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**Location:** Santa Ana, CA

**Division:** SAC Executive Division

**Closing:** 9/27/2024 5:00 PM Pacific

### **Job Description**

#### **CLASS SUMMARY**

Under general direction this position is responsible for advancing the visibility of the campus, supervising the communications unit on campus, advising the college president, maintaining two-way channels of communication with a variety of stakeholder groups, and directing a comprehensive campus communication program to include public relations, media relations, campus publications, marketing/advertising, and special events. Performs additional duties as assigned.

#### **REPRESENTATIVE DUTIES**

- Support the strategic goals and objectives of the community college district, working with and through the Division of Public Affairs & Publications.
- Implement a comprehensive, strategic communications effort for the campus in concert with the Division of Public Affairs & Publications.
- Advise the college president and campus leadership on issues and matters that advance the reputation and visibility of the campus.
- Supervise and evaluate sports information and support staff.
- Write, edit, and prepare media materials including media releases, news alerts, fact sheets, pitch letters, and by-lined articles for online, newspapers, radio, and television media outlets.
- Develop copy for the campus web site and advise the campus community on effective online communication.
- Secure and coordinate media placements in local, regional, ethnic-language and online media outlets.
- Interview administrators, faculty and students for publicity and promotional purposes.
- Serve as the project manager on the production of key marketing and public relations tools for the campus, including internal and external newsletters, brochures, booklets, and eNewsletters. Coordinate the photography, graphic design elements, and write and/or edit the copy.
- Write speeches and other promotional and marketing tools.
- Plan and direct promotional events to garner visibility for the college and its services.
- Coordinate advertising buys and advertisement placements.

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- Sustain favorable relationships with key stakeholder groups including the faculty, staff, administrators, community organizations, and neighborhood associations on behalf of the college president.

### **ORGANIZATIONAL RELATIONSHIPS**

This position reports to the designated manager/administrator and serves as the college president's chief staff person on public information/media issues and acts as official spokesperson for the college.

### **KNOWLEDGE AND ABILITIES**

Demonstrated knowledge and ability in media relations, PR writing, and marketing communications. Ability to serve as a spokesperson to the media and other appropriate stakeholder groups. Ability to adapt to change and work within a dynamic environment. Ability to manage multiple PR and/or marketing-related projects under deadline pressure. Ability to work with a wide range of faculty, staff and management. Ability to work independently without extensive direct supervision. Ability to safeguard and properly address confidential and sensitive information. Ability to plan and supervise the implementation of special events. Ability to help diffuse crises. Computer literacy to manage workflow and communicate effectively with internal and external publics. Ability to understand and speak Spanish preferred but not required.

License:A valid California Driver's License

### **Job Qualifications**

#### **MINIMUM QUALIFICATIONS**

##### **Training and Experience**

Bachelor's degree in public relations, communications, journalism or marketing communications and a minimum of three years of experience in public relations, community relations or a related field. Experience as a supervisor and/or project manager of PR and marketing communications projects, communications professionals, and support staff. Experience in higher education and/or public agencies - preferred but not required.

### **ABOUT RANCHO SANTIAGO COMMUNITY COLLEGE DISTRICT**

Rancho Santiago Community College District (RSCCD) is one of the most established districts in the state and has been in operation for nearly 50 years. Located in the heart of Orange County, it is one of

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the largest of California's 72 community college districts, based on the number of credit and non-credit students. RSCCD encompasses 25 percent of Orange County's total area and serves a population of more than 700,000 residents in the communities of Anaheim Hills, Orange, Santa Ana, Villa Park, and portions of Anaheim, Costa Mesa, Irvine, Fountain Valley, Garden Grove, Tustin, and Yorba Linda. The District includes Santiago Canyon College and Santa Ana College, as well as the Centennial and Orange Continuing Education Centers, the Digital Media Center, Joint Powers Fire Training Center, the Orange County Sheriff's Regional Training Academy, the College and Workforce Preparation Center, and the District Operations Center. RSCCD's three (3) auxiliary Foundations are actively involved in supporting both community and campus programs.

### **EEO STATEMENT**

The Rancho Santiago Community College District (RSCCD) is committed to the concept and principles of staff diversity and equal employment opportunity by prohibiting discrimination based on ethnic group identification, national origin, religion, age, sex, race, color, ancestry, sexual orientation, physical or mental disability, gender identity, medical condition (cancer-related or genetic characteristics), marital status, citizenship, or service in the uniformed services, or on the basis of these perceived characteristics or based on association with a person or group with one or more of these actual or perceived characteristics. Applications from all persons interested in the position are encouraged.

### **SELECTION CRITERIA**

#### **Application Screening**

In addition to the requirements and responsibilities listed, the following criteria (as appropriate) may be considered in selecting candidates:

1. Education experience breadth and depth.
2. Work experience breadth and depth.
3. Demonstrated leadership capabilities.
4. Program development.
5. Community involvement.
6. Demonstrated experience in working with a diverse socio-economic community.
7. Demonstrated ability to work cooperatively with others.

Based on the information presented in the application materials, a limited number of candidates with qualifications most pertinent to the position will be invited to participate in the selection process, which may include a written test and an oral interview.

Meeting the position's minimum requirements does not guarantee advancement in the selection

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process. Candidate qualifications will be assessed to determine those who meet and exceed requirements and are deemed the most competitive in the applicant pool.

### Interview

Applicants selected for an interview may be required to take additional tests or assessments and will be notified of such prior to the date of the interview. During the oral session, those selected for interviews will, in addition to the above, also be evaluated on the following factors:

- Oral communication skills
- Presentation
- Problem-solving skills

A predetermined set of questions will be asked of all applicants interviewed. Applicants are requested to provide thorough yet concise information on their related experience to ensure the correct evaluation of their qualifications. Evaluation criteria will be applied consistently to all applicants. The District will make reasonable accommodations for applicants with disabilities. Applicants should contact Recruitment in the Human Resources Office for assistance.

### Application Procedures

To ensure full consideration, all applicants must submit a complete Rancho Santiago Community College District online application that includes the items listed below by the position's closing date. Recruitment will review all applications for completeness, and only complete application packets will be forwarded to the screening committee for further review.

### **A Complete Application Packet Must Include the Following:**

1. RSCCD Online Application
2. Cover Letter
3. Resume - details all relevant education, training, and other work experience
4. Academic Transcripts (unofficial copies are accepted)

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### **Foreign Degrees**

Transcripts from countries other than the United States must be evaluated by an agency that is approved by or a member of the National Association of Credentials Evaluation Service (NACES) or the Association of International Credential Evaluators, Inc. (AICE), or Commission on Teacher Credentialing (CTC).

### **Conditions of Employment**

The selected candidate is required to complete the following before employment as part of the onboarding process:

1. Present original documents for proof of eligibility to work in the United States.
2. Provide a certificate of Tuberculosis Exam.
3. Fingerprints (by a Live Scan Agency at the candidate's expense, and clearance must be received before the first day of employment)
4. Submit official transcripts.

To apply, please visit <https://www.schooljobs.com/careers/rsccd/jobs/4637849/public-information-officer>

### **Contact Information**

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

### **Contact**

Staff

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