

# San Diego Community College District

## CLASSIFICATION DESCRIPTION

**Title:** Bond Communications Coordinator

**Unit:** Office Technical

**Page:** 1 of 3

**Job Code:** J1445

**Original Date:** 07/2025

**Last Revision:** 07/2025

**Staff Type:** Classified

**FLSA status:** Non-exempt

**Salary Range:** 28

### **DEFINITION**

Under the general direction of the Vice President of Administrative Services or an assigned senior administrator, this position will help develop and execute a comprehensive communication and outreach strategy for campus construction projects under the District's bond program, reporting to the college's Public Information Officer (PIO) and in collaboration/coordination with the Vice President of Administration. The role will help ensure clear, consistent, and effective messaging to internal and external stakeholders while fostering engagement and transparency regarding college-specific capital improvements.

### **EXAMPLE OF DUTIES**

1. Implement a strategic communications plan developed by the District for bond-related construction projects.
2. Serve as a liaison for bond communications between the District and campus stakeholders.
3. Facilitate transparent and timely dissemination of project updates, impacts, and milestones.
4. Organize and oversee stakeholder engagement activities, including meetings, events, and informational sessions.
5. Support college- and district-level digital and print communication materials, ensuring accessibility and clarity.
6. Implement a structured communication plan aligned with project timelines.
7. Craft clear, engaging, and informative content for newsletters, websites, press releases, and social media.
8. Act as a point of contact for inquiries related to construction projects, responding to faculty, staff, students, and the public, at the direction of the campus PIO and VPA.
9. Support crisis communications team in ensuring accurate and timely responses to emerging issues.
10. Coordinate with the District's Public Information Office (PIO) to align messaging and public outreach efforts.
11. Plan and facilitate campus briefings and workshops to provide project updates and address concerns.
12. Work with assigned Program Management Organization (PMO) and the college's Director of Bond Projects to coordinate campus wayfinding initiatives that ensure clear signage and navigation during construction.
13. Collect and analyze stakeholder feedback to improve communication strategies and engagement effectiveness.
14. Support construction benchmark events such as groundbreaking ceremonies, ribbon-cuttings, and project completion celebrations organized by the district's Measure HH bond team in collaboration with college leadership and planning committees.

15. Provide support for logistical coordination as needed.
16. Coordinate logistics for district and college leaders to conduct tours for stakeholders, including trustees, donors, and community leaders, showcasing project progress and benefits.
17. Track and report on communication and outreach activities, providing regular updates to leadership.
18. Assess the effectiveness of outreach initiatives and recommend improvements.
19. Ensure compliance with relevant District policies and legal requirements for public communication and outreach.
20. Perform related duties as assigned.

### **DESIRABLE QUALIFICATIONS**

#### **Knowledge:**

- Construction Schedule Processes
- 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:**

- Establish and maintain effective working relationships with others.
- Establish keying schedules.
- Estimate cost, labor, and materials as necessary for replacement and repair of locks.
- Install, maintain, and repair a variety of locks and security devices.
- Lift 50 pounds.
- Maintain records and prepare reports.
- Meet schedules and timelines.
- Operate a truck, observing legal and defensive driving practices.
- Plan and organize work.
- Read drawings and work from plans and specifications.
- Safely use equipment associated with the locksmith trade.
- Understand and follow oral and written directions.
- Use initiative with minimum supervision to solve difficult and complex problems.
- Work independently with little direct.

Training and Experience:

Any combination of training and experience equivalent to: graduation from high school and three years of increasingly responsible clerical or support experience, including some experience in training and providing work direction to others and research of a particular and targeted area.

**WORKING CONDITIONS**

Physical Requirements:

Category I

Environment:

May include less desirable extremes working indoors and outside. Exposure to hazards of construction sites.