



Job Description

Job Title: Director of Media Relations

JTC: ADN

Salary Range: E02

FLSA: Exempt

Since 1965, we have served more than 3 million students. Dallas County Community College District (DCCCD) is one of the largest community college systems in the state of Texas, which includes seven independently accredited colleges located around the Dallas/Fort Worth area.

POSITION SUMMARY

Serves as chief media relations officers for DCCCD. Performs administrative work in planning, implementing, monitoring and measuring media marketing efforts to promote and reinforce public understanding of the DCCCD mission and role.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Experience in journalism, media, communication and knowledge of media and public relations principles, practices, and strategies. Experience working within media outlets and working directly with the media. Ability to implement short and long-term media marketing strategies.

Ability to consistently handle and follow through with multiple projects and assignment and meet deadlines, with strong attention to detail and accuracy. Proven experience and knowledge used to determine the best approach to solving complex issues or problems.

Requires the ability to establish and maintain effective working relations with staff, faculty, students, media representatives, and individuals from diverse backgrounds. Exceptional writing, editing, fact-checking and proofreading skills with extensive knowledge and skill in all editorial processes including story development, quality control, design and collaboration.

Strong ability to exercise sound judgment, including demonstrated ability to apply discretion and judgment evaluating implications of publication and information release to internal and external audiences. Demonstrated project management skills and ability to plan, budget, track and manage resources and follow through with multiple projects and assignment meeting deadlines.

Ability to learn and use new technologies and applications in depth at level of proficiency required of the duties of the position. Communication skills to supervise varying levels of employees, interact with DCCCD staff, funding agency officials, and business/industry/ community leaders from diverse backgrounds. Must have excellent customer service skills.

PHYSICAL REQUIREMENTS

Normal physical job functions performed within a standard office environment. Reasonable accommodations may be made to individuals with physical challenges to perform the essential duties and responsibilities.

MINIMUM KNOWLEDGE AND EXPERIENCE

Master's degree or higher plus two (2) years of writing, journalistic reporting and/or public relations experience. Must have current driver's license for offsite travel. Extensive travel may be required. Official transcripts required. ***Will be subject to a criminal background check. Some positions may be subject to a fingerprint check. ***

ESSENTIAL DUTIES AND RESPONSIBILITIES

Works with the Director of Public Information to develop a media strategy that successfully promotes a positive image of DCCCD by marketing institutional stories that reinforce DCCCD's mission and goal and by positioning the Chancellor and staff as national leaders.

Directs local, state and national media marketing efforts through news releases, news advisories, feature stories, OpEd pieces, and various other strategies. Plans, develops, monitors and measures media coverage for DCCCD.

Coordinates with the Chancellor and appropriate internal personnel to produce print and broadcast communications targeted to civic and business leadership of Dallas. Serves as principal DCCCD liaison with state, local and national press. Works with the Director of Public Information, Vice Chancellor, Chancellor and legal counsel when appropriate to develop and write official position statements on issues critical to the public's understanding of DCCCD.

Responsible for maintaining and updating the system's crisis management policy. Frequently acts as official spokesperson and a higher education resource for the DCCCD on routine media requests. Researches topics that reflect national and emerging trends in higher education, to localize and market to local media.

Plans and implements media relations workshops for internal staff development. Develops, maintains and markets DCCCD "Experts List" and data bank for area media through collaboration with 10 location representatives. Must complete required DCCCD Professional Development training hours per academic year. Must have excellent interpersonal, presentation, verbal and written communication skills to interact with individuals from diverse backgrounds within the DCCCD community network.

Performs other duties as assigned.

The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job and shall not be construed as a declaration of the total of the specific duties and responsibilities of any particular position. Incumbents may be directed to perform job-related tasks other than those specifically presented in this description. Position requires regular and predictable attendance.