



## Job Description

**Job Title: Associate Director – Marketing & Public Relations JTC: APV**

**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

Responsible for business operations and financial administration of the organization. Provides project strategy, resource planning, coordination and execution of projects and analytics.

### REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Experience to organize, plan and direct the daily activities of a department or organization. Advanced knowledge to develop, manage and implement departmental processes and procedures to meet vision, mission and goals of the organization. The ability to drive implementation of key initiatives following policies and procedures of the district and organization.

Ability to solve complex problems and deal with a variety of concrete variables in situations where only limited standardization exists. Provide leadership that encourages employee productivity and efficiency. Advanced experience developing both short- and long-term strategies that meet business needs. The ability to lead committees and tasks forces to improve service and quality.

Develop and maintain constructive and cooperative working relationships with individuals of diverse backgrounds, both internally/externally, within and outside of the organization, with representatives of the community, employee and public interest groups to meet the business needs. Excellent interpersonal skills that are demonstrated by being articulate, direct and forthright, and serving as a collaborative and decisive team member and a strategic thinker with a broad perspective.

The ability make clear consistent transparent decisions, acts with integrity in all decision making and distinguishes relevant from irrelevant information making timely decisions. Demonstrated organizational skills in planning, directing and prioritizing multiple and complex assignments and projects. Ability to manage multiple matters simultaneously and to respond to rapidly shifting priorities or challenging situations. Knowledge and experience of forecasting and managing the budget.

Ability to maintain confidentiality and has high ethical standards. Strong verbal and written communication skills, with the ability to present and communicate with multiple levels in a multi-cultural community. Strong knowledge and experience in providing effective customer service.

### 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 in related field with two (2) years of experience in related field. Official transcripts required. \*\*\*Will be subject to a criminal background check. Some positions may be subject to a fingerprint check. \*\*\*

## ESSENTIAL DUTIES AND RESPONSIBILITIES

Responsible for all aspects of internal and external communications, including media relations, a diverse array of print/electronic publications, web site and social media initiatives college-wide. Provides leadership for planning, coordinating, implementing and evaluating college-wide marketing programs that build enrollment, meet student needs and ensure institutional success.

Coordinates the college's marketing, advertising and public relations programs to parallel the goals and mission of the college. Formulates plans for implementing short and long-term comprehensive marketing strategies through the use of various media. Researches market for trends and best practices in delivering marketing strategies.

Establishes and maintains positive external relationships with individuals, businesses and community-based organizations that support the college's outreach effort. Acts as spokesperson and liaison with the media. Interprets and implements DCCCD policies and procedures, and monitors compliance within the organization.

Uses interpersonal skills to interact effectively with a diverse population of internal/external constituents in a professional manner, including the ability to articulate information on behalf of the college. Skilled in working in a team environment with a customer service focus.

Must have excellent interpersonal, presentation, verbal and written communication skills in order to interact with individuals from diverse backgrounds within the DCCCD community network.

Supervises 2-6 employees. Develops and manages a budget of approximately \$900,000.00.

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.*