



Job Description

Job Title: College Director, Marketing/Public Information **JTC: AZ8**

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 providing leadership and strategic planning for effective college-wide marketing and communications programs. Designs, develops, administers and evaluates programs that market, interpret and communicate the college's mission, goals and activities to internal and external audiences using various media.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Knowledge developing and managing the execution on integrated marketing communications campaigns, including advertising, media planning, direct marketing and social media. Experience in the design and execution of marketing, communications and public relations activities.

Ability to plan work and carry out tasks without detailed instructions and minimal supervision; make constructive suggestions; prepare for problems or opportunities and create novel solutions to potential or existing problems. Able to use guidelines, policies and procedures to make appropriate adaptations to routines situations, providing guidance and leadership as necessary.

Proven ability to develop and maintain key community and diverse business relationships. Proven experience in writing press releases, presentations, and working successfully with the media. Demonstrated excellent judgment and people skills, strong attention to detail, team spirit and self-starter with strong work ethic.

Makes clear, consistent, transparent decisions; acts with integrity in all decision making; distinguishes relevant from irrelevant information and makes timely resolutions. Experience in utilizing social and digital channels, as well as traditional media channels to engage consumers.

Experience in overseeing the design and production of print and video materials. Knowledge of computer software/hardware required to perform graphic/narrative layout and design. Technical writing skills to promote the college and provide information in a variety of formats to represent the college in a favorable image to individuals 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 progressively responsible experience in a computerized, multi-cost center accounting office including. Must have current driver's license for offsite travel. 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 the planning, preparation and implementation of the campus website. Provides leadership and strategic planning for a comprehensive college-wide marketing and communications program by designing, developing, administering and evaluating long-range, short-term and day-to-day programs.

Interprets and communicates the colleges mission, goals and activities to internal and external audiences. Provides advise and contributes a marketing/public relations perspective to deliberations conducted by college personnel. Develops an annual advertising and marketing strategy and written annual plan. Plan includes analysis for necessary research, identifying objectives, target audiences, message, media usage, budget and creative strategies. Provides leadership for full production, implementation and evaluation.

Serves as co-chair of the college marketing committee and provides leadership for planning, coordinating, implementing and evaluating college-wide marketing programs designed to build enrollment, meet student needs and ensure student success. Assures effective planning and execution of a comprehensive, pro-active program of publicity and media relations, reflecting college priorities and understanding broadcast and print media needs.

Serves as key spokesperson with the media, providing timely release of information, and anticipates and responds to inquiries, including those of a sensitive nature, involving major college policy issues. Provides leadership for major college special events and community relations activities. Acts as liaison to the Faculty Multimedia Support Center and directs activities of the Instructional Graphics Department.

Selects, directs, supervises and motivates staff to achieve optimum performance; evaluates staffs performance. Develops, recommends and manages the approved budget for the assigned functions. Maintains historical resource material related to college activities, events and new releases. May direct activities of the College Information Booth and Speakers Bureau. May coordinate use of campus facilities by outside groups and organizations.

May arrange and conduct visitor tours of the college. Must complete required DCCCD Professional Development training hours per academic year Must have excellent interpersonal, presentation, verbal and written communication skills in order to interact with individuals from diverse backgrounds within the DCCCD community network.



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.