

RANGE N05

**JTC NO. CBV
FLSA EXEMPT Y**

**DALLAS COUNTY COMMUNITY COLLEGE DISTRICT
JOB DESCRIPTION**

JOB TITLE: Assistant Director, Marketing & Public Information

DATE PREPARED: Fall 2014

DATE REVISED: Spring 2015; Fall 2016; Spring 2017

GENERAL SUMMARY:

Responsible for assisting the department director in planning and directing advertising and public relation programs designed to promote favorable publicity, encourage increased student enrollment and create goodwill for the college.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

In the absence of the director, manages the day to day operations of the location marketing and public information department which develops materials to enhance the awareness of the campus to the general public.

Responsible for performing administrative and supervisory work in planning, developing and operating programs and services within the marketing and public marketing functions to promote adherence to service excellence standards within pre-designed and/or pre-determined parameters.

Assists the director in objectives, market strategy and research for the campus location.

Coordinates with the location web developer/programmer, web writer/editor and graphics staff to assist the director in overseeing the location Web site.

Oversees production of promotional materials in print or online. Edits and proof reads internal and external communications for both printed and electronic materials.

Assists the department director in the development of press releases, campus newsletter, radio spots, and TV advertisements; produces original graphic design for printed materials such as schedules, brochures and posters.

Researches and writes copy for press releases, radio and television advertisements, public service announcements, publications, articles and employee newsletter.

Coordinates with graphic designers for production of original art work, layout/design, photography, and printing functions. Keeps abreast of current popular design trends.

Supervisory: Responsible for the selection, training, coaching, development and evaluation of assigned full time staff.

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PRINCIPAL DUTIES AND RESPONSIBILITIES: - continued

Coordinates the development of information utilizing a variety of media; supervises staff involved in public information, web writing and editing and/or graphics functions.

Maintains contact with local news media regarding college operations, activities, events and personnel.

Handles inquiries from the general public seeking information regarding the college, its programs and facilities.

Serves as a liaison between marketing staff and campus committees.

Maintains historical resource material related to college activities, events and news releases, etc.

Responsible for coordinating special events for the college. May arrange and conduct visitor tours of the college.

Performs related duties as assigned.

REPORTING RELATIONSHIP:

Varies to meet organizational needs.

PHYSICAL EFFORT REQUIRED:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is occasionally required to stand, walk, sit, push, lift, reach, carry, grasp, squat or stoop, bend and twist the body while performing essential duties, use hands to finger, handle or feel objects, tools or controls, reach with hands and arms, climb stairs, talk or hear. The employee must have the ability to occasionally lift and/or move up to 50 pounds.

MINIMUM EDUCATIONAL/SKILL REQUIREMENTS:

- Bachelor's degree or higher plus five years of experience in public relations or similar field or Associate's degree plus seven years of experience in public relations or similar field.
- Must have one year of supervisory experience of full time staff.
- Advanced skills in operating a variety of graphic/desktop publishing equipment and software.

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MINIMUM EDUCATIONAL/SKILL REQUIREMENTS: - continued

- Advanced knowledge of web programming.
- Advanced knowledge of marketing and public relations techniques and event planning and must have strong negotiation skills.
- Technical writing skills to promote the college and provide information in a variety of formats to present the college in a favorable image.
- Ability to communicate effectively with individuals from diverse backgrounds.
- Strong knowledge and experience providing effective customer service.
- Official transcript will be required.
- *** Will be subject to a criminal background check. Some positions may be subject to a fingerprint check. ***

7/08/09: msv – ad hoc
Revise: 08-/2012 – emm
Revised: 10/2014 – emm
Revised: 04/2015 – emm
Revised: 12/2016 – emm
Revised: 1/2017 - emm