



## Job Description

**Job Title: Specialist – LeCroy Center Marketing**

**JTC: CDV**

**Salary Range: N05**

**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

Provides support for the daily activities in an assigned unit and knowledgeable in a specific discipline that aligns with the department, implements key business strategies and initiatives to meet the organizational goals.

### REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Actively assists the daily operation of the assigned unit or organization, and serves as a professional consultant knowledgeable in a specific discipline, profession or industry. Plans and maintains work systems follow processes and policies that enable and encourage the unit to meet the organizational objectives.

Specific skill-based competencies required to satisfactorily perform the functions of the job include: planning and managing projects; preparing and maintaining accurate records; operating standard office equipment; utilizing relevant software applications; facilitating meetings and projects. Recognize emerging trends in area(s) of expertise and prepare for changes that may occur as a result of these trends.

The ability to interact and work with individuals in a diverse environment and welcome diversity within the organization. Able to work independently and be a strong effective team player, committed to delivering timely results; with excellent organizational skills and effectively manage multiple tasks/projects simultaneously. Proposes new methodologies and technologies to enhance the workflow process.

Responds to written and verbal inquiries from a variety of internal and external sources for the purpose of resolving problems, providing information and/or referring to the appropriate personnel and/or identifying the relevant issues and recommending a remediation plan.

The ability to choose effective and appropriate communication and communicate in a respectful tone and manner, listen actively, writing clearly and accurately in a variety of contexts and formats and recognize cultural differences when communicating in a diverse environment. 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

Associate degree plus three (3) years of related work experience and online marketing experience required. Official transcripts are required. \*\*\* Will be subject to a criminal background check. Some positions may be subject to a fingerprint check. \*\*\*

## ESSENTIAL DUTIES AND RESPONSIBILITIES

Initiate and coordinates marketing efforts for the Dallas Colleges Online (DCO), the Dallas Learning Solutions (DLS) and Student Outreach programs provided by the LeCroy Center that requires marketing material, content and edit contributions, outreach, conference requirements and advertising activities. Provides assistance in the creation of the DCO bi-monthly newsletter, student and social media communications, marketing material, billboard and radio advertising.

Collaborate with marketing teams and District Office to enhance the student experience through outreach and retention opportunities. Research vendor options, working with vendor and outside representative to find alternative delivery methods to potential and existing students. Work with departments and consider enhancing, upgrading and re-creating websites to redefine the online presence of the DCO. Creates and provides periodic reports as requested by management to track strategic goal accomplishments.

Promotes a work environment that encourages, embraces and appreciates diversity through daily interactions, student engagement and work relationships. Collaborate with teams and seeks input on marketing promotional pricing to ensure effective insight and creativity. Work in conjunction with IT, the District and advisors to create a clearer, appealing, user friendly and student-centered website.

Initiates the development of the DLS processes, operating standards and reporting specifications with DLS staff. Monitors budget functions, project requirements, and negotiates with vendors, contracted services and purchasing. Maintains accounts on Salesforce, handles enrollments, contract renewals and invoices. The DCCCD Style Guide, AP Style Guide and DCCCD branding guidelines are followed and all other decisions are made with good solid judgement and input from team and other colleagues.

Understands the industry and market trends affecting the organizations, competitiveness and communicates to marketing team accordingly. Uses professional communication in correspondence and when presenting at conferences and group breakout sessions. Excellence communication skills and the ability effectively interacts with individuals from diverse backgrounds. Provides excellent customer service.

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.*