

RANGE N05

**JTC NO. TT8
FLSA EXEMPT Y**

**DALLAS COUNTY COMMUNITY COLLEGE DISTRICT
JOB DESCRIPTION**

JOB TITLE: **Manager, Public Information & Technological
Communications**

DATE PREPARED: **Fall 1998**

DATE REVISED: **Fall 2001, Fall 2005; Summer 2012; Fall 2013; Spring 2015
Fall 2016**

GENERAL SUMMARY:

Responsible for assisting the director in the development of press releases, campus newsletter, radio spots, TV advertisements; produces graphic design for printed materials such as schedules, brochures, posters and oversees the web site.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

- Manages the activities of the Public Information and Graphics Department which develops materials to enhance the awareness of the campus to the general public.
- Supervises the development of copy for publications such as employee and/or campus newsletter, radio advertisements, brochures, fliers, poster, etc.
- Responsible for performing original art work, layout/design, photography, writing stories, and printing functions.
- Oversees graphic design of instructional and promotional materials.
- Creates images, coordinates design and insures that information on the web site is correct and current.
- Coordinates production of Credit and Continuing Education class schedules.
- Provides leadership, guidance, and follow-through for the entire printing process and workflow requiring continuous communication and coordination of tasks/deadlines at all levels of campus staff and outside vendors.
- Responsible for managing workflow of all contributors, develop creative designs, photography, editing content, producing electronic files, ensure all content needs and specifications are achieved, and oversee commercial printing process.
- Tasks are carried out within a considerable amount of latitude of independent judgment and action and within tight and constringent production deadlines.

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PRINCIPAL DUTIES AND RESPONSIBILITIES: - continued

- Administers allocated Public Information and Graphics Department budgets.
- Maintains projects within allocation budget amounts; initiates purchasing processes.
- Supervision: Responsible for the selection, training, coaching, evaluation and development of assigned staff.
- Maintains and upgrades equipment and software for Public Information and Graphics.
- Performs related duties as assigned.

REPORTING RELATIONSHIP:

Varies to meet organizational need.

PHYSICAL EFFORT REQUIRED:

May be required to lift and move materials and equipment weighing up to 50 pounds.

MINIMUM EDUCATION/SKILL REQUIREMENT:

Bachelor's degree plus four years' experience of graphic/layout and design and/or public relations or an Associate's degree plus six years of experience in graphic/layout and design and/or public relations. Must have one-year supervisor experience of full time staff. Ability to operate a variety of graphic/desktop publishing equipment and software. Ability to stay current with popular design trends. Ability to communicate effectively, courteously, diplomatically, and have strong negotiation skills. 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. ***

09/23/98: rpg
08/27/01:msv revised
revised: 09/01/05 – rje;ccp
revised: 09/01/08-rje;ccp
revised: 08/2012 – emm
revised: 09/2013 – emm
revised: 04/2015 – emm
revised: 12/2016 - emm
ADA/tmm 04.16.19