



## Job Description

**Job Title: Manager, Rich Media**

**JTC: TXJ**

**Salary Range: N07**

**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 the leadership and management of graphics, video and other rich media for DCCCD's online properties and other mediums. Plans and coordinates, evaluates and participates in the implementation of video, audio and graphics for the district's online properties for both internal and external publication.

### REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Requires knowledge of video and rich media production, layout principles and aesthetic design concepts and familiarity with a variety of emerging web concepts, practices and procedures. Strong understanding of information architecture, user-center design, accessibility standards and principle of internet marketing.

Strong knowledge of HTML, CSS and other web languages to implement designs for online content.

Demonstrates the use and advanced understanding of video production, editing, Internet design issues, current Web display coding, graphics, video and audio editing programs, such as those included in Adobe Creative Suite.

Requires strong visual style and thorough understanding of how video and rich media are created and produced.

Excellent communication skills, interpersonal skills, analytical, organizational and computer skills required. The ability to communicate effective with 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

Bachelor's degree or higher plus four (4) years of related work experience in web publishing. 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 performing administrative work to support the planning, coordination, implementation, monitoring and evaluation of rich media that target appropriate audiences and support DCCCD's missions, goals and objectives.

Provides leadership in planning, coordination, implementation, monitoring and evaluation of rich media that targets appropriate audiences and supports DCCCD's missions, goals and objectives. Produces, shoots and edits high-quality video and rich media for distribution across a variety of mediums.

Designs and implements special project websites for community partners. Develops, designs and executes strategic email marketing campaigns for specific target audiences. Responsible for managing the district website accessibility initiatives and working with the District IT to develop code and implement best practices.

Designs and develops district mobile strategies, including responsive web design for district mobile applications. Works with developers to assess and overcome challenges in displaying content across a variety of platforms and browsers.

Coordinates video and audio production at location studios and editing suites and operates related video and audio equipment. Designs and evaluates visual interfaces utilizing user-centered design principles. Stays abreast of current industry standards and techniques to ensure effective content will achieve the organizations goals and remain current with new technological advances.

Provides leadership in planning future projects and provides technology insights and recommendations and participates in discussions to provide technology and user-centered designs. Must complete required DCCCD Professional Development training hours per academic year. Must have excellent communication skills and the ability to interact with diverse internal/external stakeholders and constituents within the DCCCD community network.

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

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.*