



Job Description

Job Title: Senior Managing Director- Digital Communications

JTC: CQV

Salary Range: N09

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 overseeing and providing directive to projects and assignments of the organization and to ensure that the quality of work meets objectives and provides value to the organization. Provides leadership in the growth of the vision, goal and mission of the DCCCD.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Experienced professional who understands how to navigate the organization, gain alignment and provide strategic direction to meet the goals of the organization. High degree of integrity, initiative and results driven. Exceptional leadership skills; contributes to drive business strategy through team motivation, mentoring and management of diverse teams to drive integration.

Excellent influencing skills, with the ability to identify, analyze and drive problems to resolution and handle complex issues simultaneously. Strong project management skills with the proven ability to set vision for an ambitious initiative and execute on the vision. Demonstrated ability to identify opportunities for improvement and implement resolutions.

Ability to build and expand trusting relationships and partnerships both internally and externally. Strong general management background including familiarity with policies related to management, set priorities establish new work and work on simultaneous projects and assignments. Establishes strong cross functional affiliations and leads business collaboratively with peers.

Demonstrates good judgment and applies best practices. Well organized and resourceful; effective and efficient at marshalling multiple resources to get tasks accomplished and foresees and plans around obstacles. Demonstrated commitment to appropriate decisions in a timely manner. Ensures that decisions are made based on policies, rules and organizational directives and solving emerging problems.

Proficient in the use of applicable technology and software required to complete assigned duties. Demonstrated ability to communicate verbally and in writing throughout all levels of DCCCD and with constituents both internal and external. Must provide 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 in related field plus six (6) years of work-related experience. Official transcripts required. Must have valid driver's license. *** Will be subject to a criminal background check. Some positions may be subject to a fingerprint check. ***

ESSENTIAL DUTIES AND RESPONSIBILITIES

Responsible for responding to the digital communication needs of the district and overseeing the content and customer service that is provided via the district websites. Ensures that district policies and procedures are followed and that the strategic goals and objectives of the DCCCD Board of Trustees and executive leadership are met.

Uses various tools to monitor website, intranet and other online statistics, reporting on results. Works with developers and others to improve usability, engagement and visibility. Creates high quality written and multimedia content and manages the district's film, audio and photography resources. Provide realistic deadlines to various clients and ensure the project(s) are completed in a timely manner finding innovative solutions to resolve problems. Provide forward-thinking ideas to build and maintain a strong DCCCD web presence. Conducts administrative work for the planning, developing, coordinating and evaluating of the districts online publications.

Works closely with the district information technology (IT) organization concerning the marketing and technical aspects of digital communications and to produce and maintain district websites. Collaborates with diverse multi-cultural constituents and stakeholders, within the DCCCD community network, to ensure consistency in digital communication through all digital marketing channels. Serves on appropriate committees and subcommittees to ensure that all district digital communications and web activates are coordinated and effective.

Design and implement successful digital marketing campaigns. Develop publications such as newsletters, releases, email announcements, planned publications, on-line, intranet, video, etc.; work on special projects and assignments as required. Ensures all members of the digital communications team are fully trained in their specific areas of expertise; manages team's workflow to ensure work is completed on time and within budget.

Must have exemplary communication skills to collaborate with, motivate and advise others, and explain technical and complex concepts in accessible terms. Must be able to interact/interface effectively with diverse internal and external audiences exercising discretion and sound judgement. Uses analytical and project management skills to meet deadlines, manage a complex and varied workload, prioritize tasks and work well under pressure. 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.



Supervises six or more employees with a budget responsibility of approximately \$200,000.

Performs other job duties as required.

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.