



Job Description

Job Title: Senior Managing Director-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 planning and directing the work of a group of individuals within assigned area of responsibility. Ensures clarity around priorities and goals for functional area. Provides leadership in the growth of the vision, mission and goals of the DCCCD.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Excellent project management, group facilitation, and technical skills, with an ability to prioritize tasks and deliver quality products within agreed upon timeframes, with limited supervision. Demonstrated ability to research (qualitative and quantitative), analyze, synthesize, and communicate complex workforce topics to experts/non-experts in a variety of formats (e.g. toolkits, reports, graphic displays, presentations, etc.). Ability to keep current on trends and best practices related to assigned area of responsibility.

Ability 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. Excellent influencing skills, with the ability to identify, analyze and drive problems to resolution. Able to multitask and handle complex issues simultaneously. Demonstrated ability to identify opportunities for improvement and implement resolutions.

Exceptional leadership skills; contributes to drive business strategy through mentoring, management and motivation of diverse teams. Exceptional ability to build and maintain collaborative working relationships with internal and external stakeholders and constituents. Establishes strong cross-functional affiliations and leads business collaboratively with peers.

Must be a self-starter, quick learner, problem solver, and highly motivated and able to work in a fast-paced, change-oriented environment. Ability to exercise good judgment and escalate critical issues and sensitive matters as necessary. Demonstrates good judgment and applies best practices. Well organized and resourceful; effective and efficient at marshalling multiple resources to get tasks accomplished; foresees and plans around obstacles.

Proficient in the use of applicable technology and software required to complete assigned duties. Outstanding written and verbal communication skills, with a proven ability to communicate effectively with a range of audiences. Ability to provide exemplary customer service.

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 five (5) 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 developing a cohesive strategy for DCCCD media relations, crisis management and internal communications. Oversees creation and execution of public relations and employee communications plan, ensuring that the quality of work meets objectives and provides value to the organization. Keeps up-to-date on best practices and emerging technologies as they apply to public relations/employees' communications through professional development activities.

Develops and implements short and long-term communication/public relations strategies that promote a positive image of DCCCD and reinforces the vision, mission and goals of the organization and the district. Plans and implements media relations workshops for internal staff development and DCCCD "Experts List" for area media. Directs local, state and national media marketing efforts and plans. Develops, monitors and measures media coverage on behalf of DCCCD. Responsible for ensuring the protection of DCCCD's reputation and brand internally and externally. Maintains a high degree of integrity, initiative and is results driven.

Establishes and maintains effective working relationships with diverse stakeholders and constituents, internal and external to the DCCCD community network. Works collaboratively with district and campus marketing teams to build mutually beneficial public relations and internal communication programs. Ensures confidentiality of proprietary information. Exercises sound judgement, utilizes discretion and evaluates implication of information released to external and internal audiences. Serves as DCCCD's liaison with state, local and national press. Serves on boards and committees on behalf of DCCCD as required.

In a fast paced, constantly changing environment, provides leadership skills that contribute to drive business strategy through motivation, mentoring and management of diverse teams to drive integration. Ability to navigate within a complex organization, gain alignment and provide strategic direction to meet the goals of the organization. Ensures DCCCD's policies, guidelines and procedures are met. Plans, tracks and manages budgetary resources.

Utilizes excellent interpersonal, presentation, oral and written communication skills when interacting with diverse, multicultural stakeholders and constituents within the DCCCD community network. Creates and distributes various communications/public relations programs through video scripts, town halls, webcasts, etc., to enhance the district's image and position within the marketplace. Provides exemplary customer service.



Responsible for managing a budget of approximately \$\$\$. Supervises two (2) or more full-time or full-time equivalent employees.

Must complete required DCCCD Professional Development training hours per academic year. Performs other job 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.