



Job Description

Job Title: Director – Marketing & Communications

JTC: AQC

Salary Range: E03

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 the organization, performing complex and highly responsible duties to attain organizational and district goals.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Experience developing business and operational plans and demonstrates a clear understanding of policies/procedures. Ability to plan and implement projects which are tied to the organization's strategic plan to accomplish the vision, mission, and goals of the organization. Advanced knowledge and compliance with federal, state and local regulations.

The ability to organize various needs assessments to determine the effectiveness of programs or processes that could broaden and/or enhance client service. Must have strong leadership qualities and team building skills. Ability to operate independently and employ solid decision-making skills. Demonstrated commitment to high professional ethical standards and a diverse workplace. Able to maintain confidentiality as required.

Ability to establish and maintain positive working relationships both internal and external to the organization to improve work productivity. Experienced and successfully represent the organization to key stakeholders and business partners. The ability to work with staff and/or clients to assess professional development/business needs; performs gap analysis that builds people management skills as well as leadership skills and capabilities.

Advanced knowledge and experience to provide oversight of the district programs and direct the work of personnel to ensure annual, short and long-range goals are met. Capable of planning, implementation, execution and evaluation of complex special projects and ensures projects are completed on time and within budget. Experience assessing situations to determine the importance, urgency, and risks, and make clear decisions which are timely and in the best interests of the organization or district.

Demonstrates interpersonal, organizational, oral and written communication skills to engage effectively with individuals from diverse multicultural backgrounds. Ability to work cross-functionally with other constituents to implement operational strategies or new processes to improve client experience and provide excellent 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

Master's degree plus three (3) years of experience in related field. Official transcripts are required. Requires valid driver's license for travel. ***Will be subject to a criminal background check. Some positions may be subject to a fingerprint check. ***

ESSENTIAL DUTIES AND RESPONSIBILITIES

Responsible for the administration of public and student communications and marketing activities. Leads and directs all efforts at the strategic and tactical levels within the DCCCD functions, for the creation of content and website development. Ensures district policies, strategic goals and objectives are implemented and followed.

Leads the team in branding, marketing campaign development and consistency utilizing the DCCCD Style Guide and AP in marketing material development and creation. Adheres to DCCCD budget planning policies, process and management of resources. Initiates new projects, determines scope, timeline and deliverables. Directs mass marketing advertising strategies, planning and reporting of marketing and advertising placements.

Collaborate with the District Office and colleges on marketing and outreach opportunities, special projects, web design and enhancements. Create and establish a business relationship with outside vendors for the purchase of marketing ads and online placements. Utilize the tools and resources provided by DCCCD for responsible business practices. Adheres to vendor and purchasing rules and guidelines.

Address complex issues and find solutions, implementing these solutions to enable the team to have favorable results that will allow the organization to be successful. Initiates new projects, determines scope, timeline and deliverables. Directs and manages the support activities and serves on various district committees and subcommittees.

Directs the diverse messages, communication and images, always cognoscente of, and sensitive to a targeted audience. Manages processes and researches the best communication options to engage specific student populations for most the effective exchange. Must have solid listening, oral and written communications to communicate with a diverse array of stakeholders and constituents within the DCCCD community network.

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.