



Job Description

Job Title: Associate Director – Marketing & Educational Partnerships

JTC: APV

Salary Range: E02

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 business operations and financial administration of the organization. Provides project strategy, resource planning, coordination and execution of projects and analytics.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Experience to organize, plan and direct the daily activities of a department or organization. Advanced knowledge to develop, manage and implement departmental processes and procedures to meet vision, mission and goals of the organization. The ability to drive implementation of key initiatives following policies and procedures of the district and organization.

Ability to solve complex problems and deal with a variety of concrete variables in situations where only limited standardization exists. Provide leadership that encourages employee productivity and efficiency. Advanced experience developing both short- and long-term strategies that meet business needs. The ability to lead committees and task forces to improve service and quality.

Develop and maintain constructive and cooperative working relationships with individuals of diverse backgrounds, both internally/externally, within and outside of the organization, with representatives of the community, employee and public interest groups to meet the business needs. Excellent interpersonal skills that are demonstrated by being articulate, direct and forthright, and serving as a collaborative and decisive team member and a strategic thinker with a broad perspective.

The ability to make clear, consistent, transparent decisions, acts with integrity in all decision making and distinguishes relevant from irrelevant information making timely decisions. Demonstrated organizational skills in planning, directing and prioritizing multiple and complex assignments and projects. Ability to manage multiple matters simultaneously and to respond to rapidly shifting priorities or challenging situations. Knowledge and experience of forecasting and managing the budget.

Ability to maintain confidentiality and has high ethical standards. Strong verbal and written communication skills, with the ability to present and communicate with multiple levels in a multicultural community. Strong knowledge and experience in providing effective 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 in related field with two (2) years of experience in related field. Official transcripts required. ***Will be subject to a criminal background check. Some positions may be subject to a fingerprint check. ***

ESSENTIAL DUTIES AND RESPONSIBILITIES

Ability to develop and execute marketing plans to promote the college and/or district's brand. Manages the functionality of the marketing, outreach and graphics organizations to ensure departmental and institutional goals are met. Understands and is current on global and local trends utilizing district, state and national best practices to determine best course of action for website design/redesign and for selecting proper media outlets to market to predetermined audiences.

Provide design and direction for web and other visual communications media to effectively manage internal, external and executive marketing requests. Ensures brand communication for areas of responsibility are consistent and in compliance with district policies and procedures.

Able to create a collaborative work environment among staff and colleagues. Identifies, partners and leverages relationships with key external organizations/leaders to enhance business results.

Approves college's promotional items to ensure campus and/or districts standards are met. Evaluates the needs for internal processes for outreach initiatives. Ability to delegate projects throughout organization to ensure deadlines are met. Responsible for developing and/or managing multiple budgets within the organization estimated from \$50,000 to \$175,000 annually. Plans, assigns and directs the work of subordinates.

Promotes college/districts products and services through public relations initiatives. Ability to communicate verbally, visually, electronically and in writing to staff, students, internal and external constituents of diverse backgrounds.

Actively seeks new ideas from multiple sources and communicates information in understandable and innovative terms.

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.