



Job Description

Job Title: Senior Marketing Information Specialist

JTC: CJO

Salary Range: N04

FLSA: Non-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 performing advanced level assistance for the marketing department; providing a wide range of internal and external services related to the department and the campus/location. Requires initiative and independent judgment to oversee high level administration operations within the marketing department.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Demonstrate experience in conducting multiple assignments and projects and creating detailed action plans. Ability to analyze marketing and public functions in order to promote service excellence standards within College and District Parameters.

Understanding of the principle of analyzing data information. Experience with providing guidance to subordinates and managing the entire printing process and workflow. Ability to evaluate technical needs of team such as equipment and materials.

Able to collaborate with other constituents for strategic planning of marketing activities. Experience working with external vendors for production of graphics and marketing projects. Must be able to maintain good relationships with campus and community in order to collect/ receive the stakeholders request and requirements.

Able to coordinate and lead the day-to-day operations of the location marketing and public information department, which develops materials to enhance the awareness of the campus to the general public. Experience in implement hearing.

Must be able organize well and efficiently and have the ability to communicate and coordinate tasks and deadlines. Able to oversee and be responsible for overall quality and control of publication materials for the marketing department.

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. Occasionally may be required to lift and carry materials weighing up to 20 pounds.

MINIMUM KNOWLEDGE AND EXPERIENCE

Bachelor's degree plus three (3) years of experience in marketing or public relations or an Associate's degree plus five (5) years of experience marketing or public relations. *** Will be subject to a criminal background check. Some positions may be subject to a fingerprint check. ***

ESSENTIAL DUTIES AND RESPONSIBILITIES

Develops creative designs, photography, editing content, producing electronic files, ensure all content needs and specifications are achieved and oversee commercial printing process. Provides high-level support and assistance to multiple departments in the marketing department, as directed by the supervisor.

Negotiate and obtain fair pricing from vendors to make appropriate determinations and decision about printing materials and to ensure compliance with District purchasing standards. Analyzes department practices/procedures and prepares recommendations to create new systems or revise established procedures. Reviews new technologies and keeps the college at the forefront of developments in print and graphic design.

Serves as contributing writer to departmental publications as assigned. Performs public relations duties through contacts and associations with internal and external customers at all levels. Serves as a liaison to district projects as it pertains to marketing and graphic productions.

Oversee graphic design of instructional and promotional materials. Develops creative designs, photography, editing content, producing electronic files, ensure all content needs and specifications are achieved and oversee commercial printing processes. Responsible for the selection, training, coaching evaluation and development of assigned staff.

Completes required DCCCD Professional Development training hours per academic year. Utilizes excellent communication skills and the ability to interact with diverse internal/external stakeholders and constituents within the DCCCD community network. Provides excellent customer service.

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.