

RANGE N04

JTC NO. TT6
FLSA EXEMPT N

**DALLAS COUNTY COMMUNITY COLLEGE DISTRICT JOB
DESCRIPTION**

JOB TITLE: Marketing & Advertising Coordinator

DATE PREPARED: Fall 1998

DATE REVISED: Spring 2001; Fall 2005; Spring 2009; Summer 2012;
Summer 2013; Fall 2013; Spring 2015; Fall 2016; Spring
2017

GENERAL SUMMARY:

Designs, develops, evaluates, and coordinates promotional programs that market, interpret, and communicate the mission, goals, activities, products and services of the campus/location.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

- Performs an extensive variety of functions to coordinate, initiate and manage the development and production of marketing and advertising materials to promote and support the campus/location products and services.
- Plans and directs advertising, marketing, and public relations programs.
- Creates marketing and promotional concepts, copywriter, project coordination, develop and maintain various mailing/media lists.
- Directs and supervises contracted services and purchasing - such as, print, photography, proofing/editing, freelance artists/writers, direct mail service, and exhibition/display vendors.
- May be editor of nationally distributed newsletter or a featured writer in the DCCCD newsletter; researches and writes articles, designs and layouts of ads, produces and distributes information, ads, brochures, and flyers.
- Performs related duties as assigned.

REPORTING RELATIONSHIP:

Varies to meet organizational needs.

PHYSICAL EFFORT REQUIRED:

Works with light, easy to handle material requiring little physical effort.

Marketing & Advertising Coordinator

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MINIMUM EDUCATION/SKILL REQUIREMENT:

Bachelor's degree or higher plus three years of experience in graphic design/production or advertising **or** Associates degree plus five years of experience in graphic design/production or advertising **or** high school graduate plus seven years of experience in graphic design/production or advertising. Skilled in the use of computer technology to access data, maintain records, generate reports and communicate with others. Must have verbal and written communication skills to communicate effectively with individuals from diverse backgrounds both within the college District and in external organizations. Strong knowledge and experience providing effective customer service. Official transcripts will be required. *** Will be subject to a criminal background check. Some positions may be subject to a fingerprint check. ***

rpg 08/18/98
revised: 09/01/05 – rje; ccp
revised: 09/01/07-rje-ccp
revised: 04/2009 – adhoc –msv
revised: 08/2012 – emm

revised: 06-2013 – emm
revised: 09/2013 - emm
revised: 04/2015 – emm
revised: 12/2016 – emm
FLSA: 01/2017 - emm
ADA/tmm 2.5.19