



Job Description

Job Title: Manager Marketing & Public Information

JTC: CQB

Salary Range: N05

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 assisting with the day-to-day functions of a segment of work, a sub-section of an organization, or a functional area within an organization.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Responsible for assisting with the planning, direction or oversight of a business unit, division, department, or an operating unit within an organization with or without reporting staff. Plans and maintains work systems, procedures, and policies that enable and encourage the optimum performance of its people and other resources within the organization.

Assists in the establishment and implementation of efficient administrative policies, programs and procedures; develop strategic goals and objectives for area(s) of responsibility in conjunction with strategic direction, mission and goals of business unit or organization.

Demonstrated ability to work effectively with both internal and external groups with a cultural, racial and ethnically diverse background; strong commitment to world-class customer service.

Recognize emerging trends in area(s) of expertise and prepare for changes that may occur as a result of these trends. Ability to multi-task and/or lead projects to ensure they are completed within timeframe and budget.

Manages the preparation and maintenance of reports necessary to carry out the functions of the department. Prepares periodic reports for management, as necessary or requested, to track strategic goal accomplishment.

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

Associates degree plus three (3) years of related work experience. Official transcripts are required. ***
Will be subject to a criminal background check. Some positions may be subject to a fingerprint check.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Manages the day to day operations of the location's public relation programs and marketing department which develops materials to enhance the awareness of the campus to the general public. Track marketing trends. Coordinate with graphic designers for production of original artwork, layout/design, photography, and printing functions. Keeps abreast of current popular design trends.

Write press releases and interact with the media members to get event story coverage. Responsible for coordinating special events for the college. Handles inquiries from the general public seeking information regarding the college, its programs and facilities. Create innovative weekly digital video newsletters to staff.

Works closely with directors and deans of all departments and divisions. Gathers information from team members to examine new and creative apps and ideas to better communicate and engage with students. Work on marketing campaigns for Career services.

Responsible for performing administrative and supervisory work in planning, developing and operating programs and services within the marketing and public marketing functions to promote adherence to service excellence standards within pre-designed and/or pre-determined parameters. Delegate tasks and assignments to team members.

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 related 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.