



Job Description

Job Title: Manager – Brand Strategy

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. 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

Associates degree plus three (3) years of related experience. Official transcripts are required. Must possess a current driver's license. *** Will be subject to a criminal background check. Some positions may be subject to a fingerprint check. ***

ESSENTIAL DUTIES AND RESPONSIBILITIES

Support and manage marketing efforts in support of special DCCCD programs ensuring business goals and objectives are met, including Workforce Development, Ascend Institute and additional programs as required. Responsible for the oversight and execution of highly visible strategic campaigns, programs and/or events targeted at audiences including local business and community leaders, college faculty, staff and students, prospective students and their families, alumni and donors of DCCCD.

Identifies problem areas which may arise utilizing research and resources to develop solutions. Oversee multiple projects, monitoring their progress and completion to ensure client expectations and deadlines are met. Meet with clients to define the project scope and objectives, engage relevant stakeholders, ensures resource availability and clarifies specific requirement of each project. Makes changes in situations related to assignments, priorities or projects as roadblocks may occur.

Works cohesively with clients within the district and establish strong cross-functional affiliations with representatives of the community, consumer, employee and public interest groups in order to meet business objectives and promote diversity. Establish and maintain a consistent image, marketing communications, branding initiatives, and targeted marketing activities.

Develop and execute integrated brand-specific marketing campaigns that span multiple channels, including digital, social, email, advertising, promotions and other events to increase sales leads. Monitors and evaluates results of communications programs on a monthly and quarterly basis using specific metrics to track progress and insights for continuous improvement.

Manage messaging and activity across strategic social media channels to maintain brand messaging and visuals. Manage DCCCD presence and all logistics for exhibition opportunities, creating budget, tracking leads and ROI for each show and serve as primary contact for all tradeshow. Manage and source promotional materials including budget, design and inventory for each event.

Must complete required DCCCD Professional Development training hours per academic year. 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 required.

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.