

Job Description

Job Title: Senior Manager – Media Relations

JTC: CQC

Salary Range: N06

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

Provides guidance and leadership in the delivery of services based on functional area of focus ensuring that organizational/district initiatives are met.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Demonstrated knowledge of policies and procedures that affect clients and/or employees, applying them fairly and consistently; ensures compliance with local, state and federal laws and regulations; and applies best practices that are in direct support of the overall vision, mission and goals of the organization and/or district. Is knowledgeable about and can clearly represent own area of responsibility, seeking new knowledge and tools to advance the objectives of the organization.

Must be able to cultivate alliances across internal and external boundaries in order to build and maintain strong working relationships. Ability to act as a trusted advisor, inspiring confidence and modeling integrity in decisions, communication and treatment of all individuals internal/external to the organization. Able to protect the privacy and confidentiality of employees, students and others. Ability to create a work environment that embraces and appreciates diversity enabling employees and/or students to grow and succeed through positive feedback and instruction.

Able to maintain consistent and positive customer relations, responding to internal/external customer inquiries in an efficient and timely manner. Demonstrates an understanding of diversity and values differences. Promotes positive staff, customer and community relations by communicating departmental and organizational plans and priorities on a regular basis.

Able to gather, compile, and analyze data/information and prepare reports as requested. Detail oriented with the ability to manage multiple assignments and projects, create detailed actions plans, as well as the ability to adapt to changing priorities, deadlines and directions.

Able to clarify and communicate performance expectations, objectives and roles, effectively transmitting ideas, instructions and information through clear, concise written and verbal communication. Ability to make decisions that are based on thorough analysis of issues and uses sound judgment.

Must have strong interpersonal skills and the ability to effectively communicate with a wide range of individuals and constituents in a diverse, multicultural college community. Must be able to provide

excellent 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

Bachelor's degree or higher in related field plus three (3) years of work-related experience. Official transcripts are required. Special licenses or certifications such as registered nurses (RN), CPR, etc., will be required depending on the nature of the position. Must have valid driver's license if traveling to off-site locations. *** Will be subject to a criminal background check. Some positions may be subject to a fingerprint check. ***

ESSENTIAL DUTIES AND RESPONSIBILITIES

Responsible for assisting with news coverage across the district; setting timelines; and coordinating assignments with leadership, meeting deadlines both internal and external. Responsible for generating story ideas, monitoring trends to identify media experts for reports and assisting with news distribution. Provides stories for news media, district website, myPortal and newsletters for employees and students.

Adheres to established media relations guidelines and garners positive image for DCCCD through stories that share information about programs, projects, students and employees. Follows new trends and identifies programs or expert sources to pitch to new outlets.

Collaborates with digital communications and social media staff members to share stories within external affairs for DCCCD and external audiences. Works with administrators, faculty, staff, students, donors, and alumni on assigned and self-generated stories; verifies facts; fields call from reporters and responds by assigned deadline.

Keeps up with daily news, especially in higher education and government. Works with electronic newsletter platform, photography and videography, depending on previous news experience (print, broadcast or radio, for example). Follows formats and procedures for news writing, reviewing, distribution and responses. Provides support to the Director of Media Relations during absence or crisis situations.

Must complete required DCCCD Professional Development training hours per academic year. Must have excellent communication skills and the ability to interact with diverse internal/external stakeholders and constituents within the DCCCD community network.

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.