



Job Description

Job Title: Senior Manager – Outreach and Marketing

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

Demonstrates 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.

Cultivates alliances across internal and external boundaries in order to build and maintain strong working relationships. Acts as a trusted advisor, inspires confidence and models integrity in decisions, communication and treatment of all individuals internal/external to the college community. Protects the privacy and confidentiality of employees, students and others. Creates a work environment that embraces and appreciates diversity. Enables employees and/or students to grow and succeed through positive feedback and instruction.

Maintains 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 organizational and departmental 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.

Clarifies and communicates performance expectations, objectives and roles, effectively transmitting ideas, instructions and information through clear, concise written and verbal communication. Makes 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.

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 plus three (3) years of work related experience. Official transcripts are required. Special licenses or certifications may 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 the production of print and digital materials that impact district-wide and college outreach and marketing initiatives for applicable organization, i.e., marketing, governmental affairs, etc. Provides leadership, resource management of specific events/activities, project management and strategic planning for effective outreach and marketing programs related organization. Articulates job specifications, press coordination and/or determination of proper protocol based on audience.

Manages/oversees the production of marketing and outreach materials; supervises contracted creative service providers including designers, photographers, copywriters and artists. Produces and edits projects using a variety of production mediums and desktop publishing software. Keeps up-to-date on technological trends and best practices through professional development activities.

Builds and maintains effective working relationships with stakeholders and constituents internal/external to the DCCCD community network through outreach initiatives. Represents the district on committees, task forces and meetings, as required/requested. Provides information, applicable to department, for websites including events, activities and special programs. Works collaboratively with marketing and other constituents on the development of events and promotional opportunities.

Coordinates and delegates specific office functions or projects including the creation of departmental reports. Provides leadership in team building, problem solving and communication processes at various levels, including but not limited to, internal and external groups and organizations. May research information and/or update databases related to job function/department such community events, legislative bills, etc. Monitors issues impacting DCCCD colleges, students, faculty and staff.

Assigns, schedules, trains, reviews, and monitors project work to ensure that progress is within expected guidelines and is completed on time and within budget. Mentors and provides expertise to other project team members. Uses excellent presentation and communication skills to effectively interact with diverse internal/external stakeholders and constituents within the DCCCD community network.

Completes required DCCCD Professional Development training hours per academic year. 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.