



Job Description

Job Title: Senior Manager – Brand Strategy

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 or higher plus six years of experience in marketing. Must have two years of supervisory experience of full-time staff. Official transcripts required. 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

Collaborates with leadership in the strategic planning, creation and execution of DCCCD's digital/social advertising and promotional activities that impact Districtwide marketing, recruitment and enrollment outcomes and enhances the image of DCCCD in the community. Organizes and oversees the digital editorial workflow.

Works to identify, interview, negotiate contracts and supervises the work of outside creative consultants in television and radio production for recruitment materials to ensure that creative direction and content reflect the image of DCCCD. Responsible for all planning of digital marketing.

Manages digital/social partnerships and promotions with outside organizations and oversees analytics for these partnerships and promotions. Works closely with marketing departments to ensure consistent marketing messaging. Collaborate with the Chancellor's office to coordinate digital/social marketing efforts.

Reviews new technologies and keep the district at the forefront of developments in digital marketing. Responsible for managing the district search engine marketing/search engine optimization efforts. Maintains blog and website content as needed. Supervision: Responsible for the selection, training, coaching, development and evaluation of assigned full time staff.

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.

Supervise two (2) or more full-time employees.

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.