



Job Description

Job Title: Senior Manager – Print & Digital Media Production

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 plus six years of experience in graphic/layout and design/or public relations. Official transcripts required. Must have valid driver's license for 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

Envisions, creates and produces quality print and web-based graphics, including interactive multimedia content. Manages the production of original artwork, layout/design, photography and printing functions. Responsible for collaborating with the District Marketing team to prioritize, schedule, monitor and implement all creative projects.

Serves as a leader in team building, problem solving and communication processes at various levels, including but not limited to, internal and external groups to develop and maintain partnerships. Monitors and adjusts priorities and assignments when necessary to meet project commitments.

Maintains good relationships with key stakeholders in order to collect their requests and requirements and effectively manage the changes per their needs.

Produces and edits graphic projects using a variety of production mediums and desktop publishing software. Collaborates with District Marketing team members on the development of print and interactive media.

Communicates, assimilates information and develops concepts effectively to the team and District representatives. Responsible for composing and preparing correspondence and communication to internal and external audiences. Reviews new technologies and keeps the District at the forefront of developments in digital marketing.

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.