



Job Description

Job Title: Senior Manager – SEO & Analytics

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

Provides leadership and support for the district's digital communications analytics and SEO efforts, including the district website, email marketing, web and email analytics, online graphics, video and other online publications to ensure the content is effective, usable and accessible. Serve as point person for the web and email analytics performance measurement and reporting; and for the district digital communication efforts.

Conduct keyword research, competitive analysis, content optimization, link development and other SEO-related activities. Monitor and report on metrics such as page ranking, site traffic trends, effectiveness of site optimization, etc. Build and maintain project management processes that streamline SEO initiatives.

Works in partnership with the digital communications teams to perform A/B testing and other research-oriented testing, such as click tracking and other interactions with the district and college websites. Stay up to date on the latest developments in SEO and integrated marketing trends that could improve the digital communication and SEO efforts.

Provides insight on analytics and SEO issues both for the team, the marketing team and a variety of groups in the district. Serve as subject matter expert for Google Analytics, Google Tag Manager, Power BI and email analytics in Adestra. Identify trends and opportunities to drive higher rankings and search coverage. In addition, conduct regular audits to evolve and advance SEO tech, content and link tactics.

Prepare and communicate regular and ad hoc reporting on SEO performance. Translate complicated analysis into plain language for non-analytical audiences both in speaking and writing. Completes required DCCCD Professional Development training hours per academic year. 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.