

RANGE N06

**JTC NO. EAH
FLSA EXEMPT Y**

**DALLAS COUNTY COMMUNITY COLLEGE DISTRICT
JOB DESCRIPTION**

JOB TITLE: Senior Special Projects Manager, Outreach and Marketing

DATE PREPARED: Fall 2013

DATE REVISED: Fall 2014; Spring 2015; Spring 2017

GENERAL SUMMARY: Responsible for the production of print and digital materials that impact District-wide/College wide outreach programs. Provides leadership, project management and strategic planning for effective marketing programs.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

Plans, schedules and coordinates production of print and digital materials that impact District-wide/College wide outreach and marketing initiatives, including articulating job specifications, media scheduling and determining adherence to style guide standards.

Manages the production, prepares bids and oversee 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.

Maintains Outreach website including events, activities and special programs.

Collaborates with Marketing team members and District NOW (Networking and Outreach Workgroup) on development of events activities and promotional opportunities.

Analyzes department practices/procedures and prepares recommendations to create new systems or revise established procedures.

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; represents the district to external groups to develop and maintain partnerships.

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.

Performs other related duties as assigned.

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PHYSICAL EFFORT REQUIRED:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is occasionally required to stand, walk, sit, push, lift, reach, carry, grasp, squat or stoop, bend and twist the body while performing essential duties, use hands to finger, handle or feel objects, tools or controls, reach with hands and arms, climb stairs, talk or hear. The employee must have the ability to occasionally lift and/or move up to 20 pounds.

MINIMUM EDUCATIONAL/SKILL REQUIREMENTS:

- Bachelor's degree or higher plus six years' experience in marketing or related field **or** Associate's degree and eight years' experience in marketing or related field.
- Excellent writing, editing and proofreading skills.
- Proven experience with the bidding process and budget management.
- Proficiency in a variety of software applications related to graphic design such as Adobe Creative Suite.
- Excellent organizational skills and ability to utilize computer technology to access data, maintain and generate reports.
- Excellent oral and written communication skills to communicate effectively with individuals from diverse backgrounds and varying leadership levels.
- Strong knowledge and experience providing effective customer service.
- Official transcripts will be required.
- *** Will be subject to a criminal background check. Some positions may be subject to a fingerprint check. ***