

## Job Description

**Job Title: Managing Director-Creative Services**

**JTC: CCV**

**Salary Range: N08**

**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

Responsible for directing the activities of a specific department or organization ensuring business goals and objectives are met.

### REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Manages the activities and productivity of a department or organization. Ability to think strategically and innovatively creating realistic plans and workflows. Ability to manage teams to achieve challenging deliverable objectives to meet the vision, mission and goals of the organization/district. Complies with district policies/procedures as well as applicable local, state and federal rules and regulations.

Must be able to implement new and/or improve existing processes that impact organizational performance and customer satisfaction. Keeps up-to-date on trends and best practices in area of responsibility incorporating new facts and ideas into business processes; open to change and applies creative thinking to develop solutions based on new methods and technologies.

Ability to use independent judgement as well as the ability to work collaboratively in a team environment. Networks with potential clients and/or stakeholders in order to acquire new and innovative business tactics and ideas. Represents the organization to key stakeholders, the public and business partners.

Must have well developed skills in prioritizing, organization, decision making and time management. Provides staff with the tools, resources and materials necessary to meet the goals of the organization.

Must be results oriented in addition to having strong business-development skills and the ability to interact with diverse, multicultural clients and/stakeholders, both internal and external to the district.

Must be an effective communicator with outstanding interpersonal, written, verbal and presentation skills as well as excellent leadership and customer service skills, management experience and the ability to motivate employees.

### 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 in related field plus five (5) years of work-related experience and two (2) years of supervisory experience. Valid driver's license for off-site travel. Official transcripts required. \*\*\* Will be subject to a criminal background check. Some positions may be subject to a fingerprint check. \*\*\*

### ESSENTIAL DUTIES AND RESPONSIBILITIES

Responsible for developing and producing a creative edge to DCCCDs marketing plans and implementing long and short-term strategies to meet the vision, mission and goals of DCCCD. This includes development and execution of a comprehensive plan that competitively positions DCCCD by establishing and maintaining a consistent image, marketing communications, branding initiatives, and targeted marketing activities. Complies with DCCCD's policies and procedures.

Develops and creates marketing strategies focusing on enrollment growth and brand awareness through integrated campaigns and oversees creation of marketing collateral including, but not limited to, brochures, posters, print ads videos, photographs, presentations, etc. Serves as the creative project manager, responsible for interfacing with internal and external clients within the DCCCD community network. Develops timelines for project completion and provides status updates to stakeholders, as applicable.

Collaborates with marketing and other constituents within DCCCD to provide creative solutions that meet business objectives related to advertisements, print materials, digital media, promotional items, and/or presentations. Work effectively across multiple disciplines and interact with a diverse, multi-cultural community.

Serves as the primary day-to-day contact for all creative and content developers, fielding questions, troubleshooting, clarifying strategic requirements and managing overall expectations. Analyzes the job market, enrollment numbers and industry data to prioritize marketing and advertising initiatives based on trends. Responsible for the design and creation of graphics for DCCCD's broadcast advertising including television, outdoor billboards, and internet advertising.

Make necessary adjustments to the district style-guide. Ensure a positive and successful representation of the district brand in the public eye. Provides assistance with scripts, production of graphic elements to maintain brand image standards and general design leadership across the district with all marketing collateral. 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.

May assist in the management of budget for print material and promotional items of approximately 200K+.



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.*