



Job Description

Job Title: Marketing Information Specialist

JTC: CQ7

Salary Range: N03

FLSA: Non-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 assisting within the marketing department in providing a wide range of information related to the department and the campus/location. Responsible for maintaining current information and related marketing databases and websites. Coordinates the scheduling of rooms and requests for the use of facilities of the campus community. Performs complex and highly responsible administrative support duties requiring the exercise of independent judgment, initiative, and discretion. Work assignments are received with only broad statements and objectives

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Knowledge about marketing concepts and procedures. Demonstrate oversight of assigned marketing projects, including marketing consultation, establishing goals and objectives, providing leadership and creative communication direction, exercising strategies to implement marketing efforts, and working collaboratively with college personnel to help advance the goals of the college. Knowledge of computer technology in order to gather and compile data, generate reports, and communicate with others

Able to determine marketing goals to be achieved through writing. Developing strategic creative writing concept, style, and producing writing based on those goals. Able to effectively use appropriate software to develop creative and marketing content for the district/colleges. Demonstrate competency in a wide range of communication materials such as brochures, advertisements, editorial feature writing, web pages, emails, speeches, etc.

Able to work with team to develop and execute marketing communications across multiple media platforms. Builds relationships and interacts with other college organizations, departments and committees to provide efficient and effective marketing services and training opportunities. Advocates professional marketing practices and scans for specific activities and general trends that might influence, or be influenced by, the Advancement and Marketing Plan.

Ability to think creatively, organize tasks, work independently and meet deadlines. Able to stay current on industry standards and innovation through a commitment to ongoing professional development in the field of communications, content strategy, social media and issues affecting higher education.

Ability to analyze data to determine marketing campaign efficacy. Strong knowledge and experience providing effective 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. Occasionally may be required to lift and carry materials weighing up to 50 pounds.

MINIMUM KNOWLEDGE AND EXPERIENCE

Associate's degree plus four (4) years of experience. *** Will be subject to a criminal background check. Some positions may be subject to a fingerprint check. ***

ESSENTIAL DUTIES AND RESPONSIBILITIES

Responsible for the upkeep and responding to inquiries of the location's information website and intranet; provides current quick call lists, location events and newsletter, training schedules, comprehensive calendar, etc. Develops and maintains database(s) used in preparing various reports for internal and external reporting; maintains student records; researches, analyzes, and summaries data from files and records.

Responsible for coordinating location room scheduling, reservation, and set-up requests; organizes and coordinates physical arrangements for special events, meetings, projects, etc.; prepares agenda, plans and arranges meals, prepares handouts.

Assists departments by providing marketing and promotional materials; arranges for campus tours and provides information packets. Interfaces regularly with other creative staff, advancement leadership, and various departments and clients throughout the district/college.

Provides assistance to high-level District administrator by screening calls, visitors and mail; interpreting organization policies, rules, and regulations in response to queries from others; answering letters and general correspondence; planning appointment schedules, event planning and coordination, and making travel arrangements, and processing confidential matters. May assist supervisor in a variety of bookkeeping functions related to budget development and monitoring, account reconciliation and purchasing.

Completes required DCCCD Professional Development training hours per academic year. Utilizes excellent communication skills and the ability to interact with diverse internal/external stakeholders and constituents within the DCCCD community network. Provide excellent customer service.

Performs other related 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.