Job Description

Job Title: Marketing & Advertising Coordinator  
JTC: TT6

Salary Range: N04  
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
Designs, develops, evaluates, and coordinates promotional programs that market, interpret, and communicate the mission, goals, activities, products and services of the campus/location.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES
Ability to understand and assess core marketing terminology and know how to develop brand narratives. Knowledgeable about principles of marketing, integrated marketing communications principles and branding. Familiarity with web maintenance and/or analytics a plus.

Demonstrate competency in MS Office and requisite publishing, graphic design and media tools. Ability to create videos, photos and graphic content. Have basic knowledge and understanding of fine art, design, and/or architecture industries preferred. Experience in using technology in marketing activities, including social media and internet applications and report generation.

Able to collaborate with department administrators and other key personnel, as assigned to provide marketing information. Ability to be a team player who is able to function effectively in a highly complex organizational environment but also able to work independently with minimal supervision.

Strong organizational, time and project management skills; attention to detail; problem-solving skills; and the ability to handle multiple tasks, set priorities, and meet deadlines. Develops and produces marketing communications for a variety of media to enhance and accomplish the goals of the department/college.

Meet with workforce team to understand needs in order to effectively communicate to the client. Retrieve request for marketing projects and complete in a timely manner. Excellent interpersonal skills, service orientation, and ability to handle situations with diplomacy and a professional demeanor at all times.
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 20 pounds.

MINIMUM KNOWLEDGE AND EXPERIENCE
Associate’s degree plus four (4) years of experience in graphic design or advertising. *** Will be subject to a criminal background check. May be subject to a fingerprint check. ***

ESSENTIAL DUTIES AND RESPONSIBILITIES
Performs an extensive variety of functions to coordinate, initiate and manage the development and production of marketing and advertising materials to promote and support the campus/location products and services. Plans marketing advertising strategies, graphic designs and digital campaigns, and public relations programs.

Facilitate the content and distribution of communication, including newsletters and internal blog updates, distribution of new marketing programs for the College. May be editor of nationally distributed newsletter or a featured writer in the DCCCD newsletter; researches and writes articles, designs and layouts of ads, produces and distributes information, ads, brochures, and flyers.

Collaborates with internal teams to create HTML landing pages and optimize the user experience. Works with vendors to obtain cost estimates for projects within quality specifications, financial constraints, and time schedule for projects.

Coordinates, writes and proofreads editorial content for a variety of mediums: digital and print ad/magazine/web copy, marketing emails, scripts, video descriptions, etc. Coordinates contracted services and purchasing such as, printing, photography, proofing/editing, freelance artists/writers, direct mail service, and exhibition/display vendors.

 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. Provides excellent customer service.

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.