



Job Description

Job Title: Senior Managing Director- Advertising and Brand

JTC: CQV

Salary Range: N09

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 overseeing and providing directive to projects and assignments of the organization and to ensure that the quality of work meets objectives and provides value to the organization. Provides leadership in the growth of the vision, goal and mission of the DCCCD.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Experienced professional who understands how to navigate the organization, gain alignment and provide strategic direction to meet the goals of the organization. High degree of integrity, initiative and results driven. Exceptional leadership skills; contributes to drive business strategy through team motivation, mentoring and management of diverse teams to drive integration.

Excellent influencing skills, with the ability to identify, analyze and drive problems to resolution and handle complex issues simultaneously. Strong project management skills with the proven ability to set vision for an ambitious initiative and execute on the vision. Demonstrated ability to identify opportunities for improvement and implement resolutions.

Ability to build and expand trusting relationships and partnerships both internally and externally. Strong general management background including familiarity with policies related to management, set priorities establish new work and work on simultaneous projects and assignments. Establishes strong cross functional affiliations and leads business collaboratively with peers.

Demonstrates good judgment and applies best practices. Well organized and resourceful; effective and efficient at marshalling multiple resources to get tasks accomplished and foresees and plans around obstacles. Demonstrated commitment to appropriate decisions in a timely manner. Ensures that decisions are made based on policies, rules and organizational directives and solving emerging problems.

Proficient in the use of applicable technology and software required to complete assigned duties. Demonstrated ability to communicate verbally and in writing throughout all levels of DCCCD and with constituents both internal and external. Must have excellent customer service skills.

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 six (6) years of work-related experience. Official transcripts required. Must have valid driver's license. *** Will be subject to a criminal background check. Some positions may be subject to a fingerprint check. ***

ESSENTIAL DUTIES AND RESPONSIBILITIES

Responsible for the development and implementation of brand strategies for DCCCD including brand advertising for marketing programs, promotions and brand initiatives that support the vision, mission and goals of DCCCD. Plan and execute brand marketing and advertising programs that raise awareness of DCCCD through market research and trends.

Responsible for creating new ideas for branding, advertising campaigns and marketing messages as advertising and marketing is ever-evolving. Responsible for all areas of the marketing arena including digital marketing, social media, print, outdoor, TV and radio for the DCCCD brand. Complete projects and provide guidance to team members as they work on various DCCCD promotions.

Ability to cultivate strong relationship with diverse stakeholders within the DCCCD community network including advertising agencies and community partners. Collaborates with the marketing team to ensure cohesive brand messaging. Represents the organization in marketing campaign discussions, strategy sessions and production meetings.

Adheres to organizational and district policies and procedures. Responsible for working with other colleagues/leadership to ensure projects that overlap within multiple marketing areas are handled appropriately and that timelines and budgets are adhered to. Continue to encourage and drive creative thinking through collaboration, providing guidance to staff and colleagues as needed.

Grow diversity of opinion on what is produced to ensure the organization is accurately representing the DCCCD brand and target audience. Supervise production of all communications, making sure that all materials are written clearly and concisely and that they are developed with a diverse awareness communicated to a multi-cultural community. 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.

Supervises two (2) or more employees with direct oversight of a \$2M+ advertising budget, ensuring that advertising expenses stay within budget guidelines and DCCCD policies/procedures. Performs other job duties as required.

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.