



## Job Description

**Job Title: Assistant Director – Content Strategy**

**JTC: CCR**

**Salary Range: N07**

**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

Provides assistance to achieve the organizations administrative, academic, student support and/or community relations goals.

### REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Responsible for providing guidance and leadership in planning the day-to-day activities of assigned organization. Collaborates with stakeholders to implement/improve processes and procedures in order to meet the mission and goals of the institution or organization. Additional work will vary according to the assigned department.

Must have strong interpersonal, organizational, time management and problem-solving skills as well as the ability to prioritize, plan and lead projects as assigned. Identifies problems and determines the best solution, working to resolve the issue(s).

Able to develop strong working relationships with team members, key stakeholders, internal and external constituents from diverse backgrounds in order to meet business needs. Provides guidance and support to employees to improve the value of the organization and create a positive work environment.

Ability to adapt to changes in work environment, work priorities, organizational and/or customer needs. Plans, organizes and schedules staff and tasks effectively to achieve objectives. Adheres to institutional and/or the organization's policies and procedures.

Uses multiple methods to communicate information and chooses method that is appropriate to the audience. Maintains confidentiality and high ethical standards.

### 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 three (3) years of related work experience. Valid driver's license required for offsite travel. Official transcripts are required. \*\*\*Will be subject to criminal background and/or fingerprint check.\*\*\*

## ESSENTIAL DUTIES AND RESPONSIBILITIES

Responsible for the development of content strategy for districtwide communications across internal (e.g., employee communications) and external (website, print, etc.) marketing channels. Create a content strategy based on the client's business objectives and end user needs. Governance of content creation, editing, publishing and monitor efficiency and quality control.

Create and edit district messaging regarding key initiatives, which includes writing and editing of newsletter content, website content and drafting messages for executive leadership. Planning, developing and delivering clear, relevant content, including publications that support organizational goals and priorities. Analyze complex issues as well as improving the general copy editing and writing the team creates.

Work with colleagues and clients across the district including various organization, executives and each college's market and web team to support messaging across departments or district locations. Collaborate with marketing team to support messaging of key DCCCD priorities, including student recruitment, brand awareness and audience engagement. Oversee content requirements and create content strategy deliverables across a project life cycle. Consistently engage with the team about projects and recognize other projects and timelines that impact the district.

Define partner requirements, develop an action plan and present the plan to the client in a business context, clearly articulating anticipated results and strategic recommendations. Understand, advocate and adhere to a consistent branding voice, maintaining consistent workflows, and follows rules and guidelines.

Devise and implement improvements to best practices, tools and processes as well as making decisions based on credible metrics and well-reasoned analysis. Continually research new innovative ways to approach communicating with a diverse audience, whether it be through taking a different approach in tone and style or utilizing a new medium or technology. Work with and mentor staff reviewing messaging, providing productive feedback to team members, train individuals in writing, copy editing and effective communications.

Develop communication messaging, providing a clear strategy for inspiring and engaging the audience. Transpose complex material accessible to all audiences and finding the nuances to highlight the difference between audiences to effectively communicate with them. 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.

Supervise two or more full time staff.

Performs other duties as required.

*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.*