



Job Description

Job Title: Assistant Director – Digital Experience

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. Official transcripts are required. Valid Texas driver's license required for off-site travel. ***Will be subject to

criminal background and/or fingerprint check.***

ESSENTIAL DUTIES AND RESPONSIBILITIES

Responsible for performing administrative work to support the planning, coordination, implementation, monitoring and evaluation of rich media that target appropriate audiences and support DCCCD's missions, goals and objectives.

Provides leadership in planning, coordination, implementation, monitoring and evaluation of rich media that targets appropriate audiences and supports DCCCD's missions, goals and objectives. Produces, shoots and edits high-quality video and rich media for distribution across a variety of mediums.

Designs and implements special project websites for community partners. Develops, designs and executes strategic email marketing campaigns for specific target audiences. Responsible for managing the district website accessibility initiatives and working with the District IT to develop code and implement best practices.

Designs and develops district mobile strategies, including responsive web design for district mobile applications. Works with developers to assess and overcome challenges in displaying content across a variety of platforms and browsers.

Coordinates video and audio production at location studios and editing suites and operates related video and audio equipment. Designs and evaluates visual interfaces utilizing user-centered design principles. Stays abreast of current industry standards and techniques to ensure effective content will achieve the organizations goals and remain current with new technological advances.

Provides leadership in planning future projects and provides technology insights and recommendations and participates in discussions to provide technology and user-centered designs. 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.

Supervision: Responsible for the selection, training, coaching, evaluation and development of assigned full time staff.

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.