

CHABOT-LAS POSITAS COMMUNITY COLLEGE DISTRICT

ASSISTANT DIRECTOR, ECONOMIC DEVELOPMENT AND CONTRACT EDUCATION

CLASSIFIED MANAGEMENT CLASS SPECIFICATION

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

GENERAL DESCRIPTION

The Assistant Director of Economic Development and Contract Education is an administrative position designated by the Board of Trustees of the Chabot-Las Positas Community College District. The incumbent is responsible for the satisfactory completion and/or coordination of the listed duties and responsibilities, either directly or through administrative review. The incumbent is charged by the Board of Trustees with the satisfactory implementation of Board policy and District procedures as applicable to the position.

Under the direct supervision of the District Executive Director of Economic Development and Contract Education, the Assistant Director oversees the operations for contract education services for the District - a self-supporting business function within Economic Development which markets, sells, and delivers training and consulting services for public and private sector businesses and organizations. The Assistant Director supervises day-to-day business functions within the department and assumes department responsibility in the absence of the District Executive Director. Additionally, in collaboration with the District's Public Relations Executive Director, the Assistant Director directs all marketing activities on behalf of the department, including those pertaining to the OSHA Training Center and any other revenue-generating endeavors.

REPRESENTATIVE DUTIES AND RESPONSIBILITIES

The following duties are typical for this classification. Incumbents may not perform all the listed duties and/or may be required to perform additional duties not listed, but within classification.

The Assistant Director shall:

1. Contract Education Services Oversight
 - a. Oversee the development of contract education services: all off-site training proposals, curriculum and delivery of training - including quality and effectiveness oversight - for current and prospective clients.
 - b. Provide strategic direction, using an entrepreneurial approach in the promotion of corporate and organizational training to serve the community. The Assistant Director is charged with generating revenue in excess of contract education operating expenses.
 - c. Facilitate the process of identifying prospective clients and initiating contact when appropriate; assist in determining which service offerings would meet employers' needs and the best practice methods to be utilized to meet client goals.
 - d. Work with OSHA Training Center's manager to determine and evaluate delivery of services to best respond to client needs, whether for open enrollment or customized on-site delivery of services.
 - e. Provide leadership and oversight for the acquisition of special funding sources i.e. Workforce Investment Board (WIB), Employment Training Panel (ETP), and statewide grants, etc. to enable existing and potential clients to offer workforce training.
2. Department Marketing Lead
 - a. Develop and coordinate marketing initiatives, promotional publications, advertising, public relations, updates and maintenance of websites and related activities for the OSHA Training Center,

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- contract education services, Title IV-E projects and other department activities, including the Workplace Learning Resource Center and grants oversight.
- b. Assist OSHA Training Center's manager with marketing and public relations.
 - c. Direct quality control assessment and evaluation for all department trainings including post-training client responses, to ensure high quality, state-of-the-art services, programs and training.
 - d. Identify, hire and oversee all outside consultants for marketing activities, including website design and maintenance, collateral materials and public relations and promotional materials.
3. Personnel and Facilities
- a. Provide leadership in the recruitment of instructors and subject matter experts who can assure client satisfaction of services.
 - b. Supervise direct reports to ensure that all goals and objectives are met. Provide necessary reviews and evaluations of staff in collaboration with the District Executive Director and Human Resources department staff and give valuable performance feedback. Assist staff to identify and prioritize their annual goals and review and revise as appropriate.
 - c. Identify and make recommendations for staffing additions and revisions for the department as a whole to best utilize resources and respond to community needs.
 - d. Oversee and resolve department facility and equipment issues, working with district maintenance and operations staff, building management and outside vendors as necessary.
4. Planning, Budget and Analysis
- a. Collaborate with District Executive Director to create and revise department's annual strategic plan, fiscal goals and overall direction.
 - b. Utilize feedback from peers, subordinates and clients to provide valuable insight and meet strategic and financial goals.
 - c. Develop department's strategic marketing plan, including goals and objectives and evaluative measures, to ensure the quality and excellence of services.
 - d. Maintain accurate records of contract education activities. Such records include but are not limited to: an established budget, a monthly budget report that reflects variances and explanations to management, a monthly sales report that reflects projected sales, sales in progress, sales completed and closed or won status, along with miscellaneous documents/logs/reports (e.g., business expenses and activity reports).
 - e. Assist District Executive Director with oversight of department budget, including spending and material and supply acquisitions.
5. Economic Development Services
- a. Establish and maintain collaborative working relationships with college departments, other community colleges in the region, other educational institutions, community-based organizations and workforce development agencies.
 - b. Maintain knowledge of new developments and innovative community outreach efforts, economic and workforce learning programs in community colleges and higher education; make recommendations to maintain department's relevance of programs and services to meet business and community needs.
 - c. Balance the interests and needs of the department with those of the District Office and colleges; serve on the Economic Development Operational Board for the District.

MINIMUM QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of and increasingly responsible experience with:

1. Research techniques to acquire information concerning the training and educational needs of business and industry firms in the area as well as public organizations

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2. Local, statewide, and national agencies responsible for providing selected economic development programs which apply to educational institutions
3. Principles and methods of grant development and management in the workforce and/or economic development arena
4. Coordination, implementation and evaluation of instructional programs and services targeted to adult learners
5. Principles and methods of program development and management at the college level
6. Demonstrated skill in oral and written communication, including persuasive public speaking and use of a variety of computer software to compose and prepare proposals, contracts, correspondence, various report formats and publicity material
7. Budget management, including statistical and financial reporting
8. Extensive experience in respectful and sensitive communication with people at various levels within organizations, who are diverse in their cultures, language, experience and abilities
9. Leading and supervising teams; developing, planning, coordinating and evaluating the work of others
10. A variety of technologies to enhance efficiency, customer service, and office operations.

MINIMUM EDUCATION & EXPERIENCE

Any combination of the following would provide a typical way to obtain the required knowledge and abilities.

Education/Training:

Possession of a Master's degree in business, marketing, psychology, or a closely related field, or an acceptable equivalent combination of education and experience.

Demonstrate a sensitivity to, and understanding of the diverse academic, socioeconomic, cultural, and ethnic backgrounds of community college students and personnel, including those with physical or learning disabilities.

License:

Possession of a valid California Driver's License is required. The Assistant Director, Economic Development and Contract Education must have access to an automobile to perform work-related duties.

NOTE: This administrative class specification is not necessarily all-inclusive in terms of duties and responsibilities.

APPOINTMENT

The Assistant Director Economic Development and Contract Education shall be elected by the Board of Trustees upon nomination of the District Executive Director, Economic Development and Contract Education and the District Chancellor

Adopted by the Board of Trustees 10/19/10
Effective: 10/10/10
Job Family: Administrative
(ASSTDIR-EDCE)