



West Valley - Mission

Community College District

CLASS SPECIFICATION

DIRECTOR, BUSINESS AND WORKFORCE DEVELOPMENT

Classified Administrative Position (Exempt Status)

Administrative Salary Schedule – Range 21

DEFINITION

To plan, organize, direct, and coordinate the activities of the business and community engagement department including contract education and fee based community education; to coordinate revenue generating program activities with other district departments; and to provide highly complex staff assistance to the college president.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the President.

Exercises direct supervision over assigned technical staff.

EXAMPLES OF ESSENTIAL DUTIES - Duties may include, but are not limited to, the following:

Develop and implement department goals, objectives, policies, and procedures.

Plan, organize, and direct business and community engagement activities including establishing ongoing partnerships with community organizations and conducting business and community outreach.

Direct, oversee, and participate in the development of the business and community engagement department work plan; assign work activities, projects, and programs; monitor work flow; review and evaluate work products, methods, and procedures.

Prepare the department budget and budgets for revenue generating programs; assist in budget implementation; participate in the forecast of additional funds needed for staffing, equipment, materials and supplies; administer the approved budget.

Recommend the appointment of staff; provide or coordinate staff training; conduct performance evaluations; implement discipline procedures as required; maintain discipline and high standards necessary for the efficient and professional operation of the department.

Develop and solicit grants and external funding sources; administer grant funding; maintain appropriate records as required by granting agencies.

Provide leadership to develop and design alternative education, training and apprenticeship programs to promote workforce and economic development; oversee and perform program marketing functions.

Develop and manage revenue-generating programs including programs for students with developmental disabilities (PSDD), catering and retail floristry programs.

Represent the department and division to outside agencies and organizations; participate in outside community and professional groups and committees; provide technical assistance as necessary.

Research and prepare technical and administrative reports; prepare written correspondence.

Build and maintain positive working relationships with co-workers, other district employees, and the public using principles of good customer service.

Foster an environment that embraces diversity, integrity, trust, and respect.

Be an integral team player, which involves flexibility, cooperation, and communication.

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

Principles and practices of community education program development and coordination at institutions of higher learning.

Principles and practices of state and federal grant procurement and management.

Techniques and practices of marketing, promotion, and public relations.

Principles and practices of small business management and entrepreneurship.

Principles and practices of leadership, motivation, team building, and conflict resolution.

Pertinent local, state, and federal rules, regulations and laws.

Principles and practices of participatory governance and effective practices of adult teaching and learning.

Modern office practices, methods, and computer equipment.

Principles and practices of organizational analysis and management.

Budgeting procedures and techniques.

Principles and practices of supervision, training, and personnel management.

Ability to:

Organize and direct the business and community engagement operations.

On a continuous basis, analyze budget and technical reports; interpret and evaluate staff reports; know laws, regulations and codes; observe performance and evaluate staff; problem solve department related issues; remember various rules and procedures; and explain and interpret policy.

On a continuous basis, sit at desk and in meetings for long periods of time; intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone; write or use a keyboard to communicate through written means; and lift or carry weight of 10 pounds or less.

Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.

Gain cooperation through discussion and persuasion.

Interpret and apply district, division, and department policies, procedures, rules and regulations.

Supervise, train, and evaluate staff.

Use sound judgment in recognizing scope of authority.

Operate and use modern office equipment including computers and applicable software.

Maintain regular attendance and adhere to prescribed work schedule to conduct job responsibilities.

Utilize appropriate safety procedures and practices for assigned duties.

Communicate effectively orally and in writing.

Relate effectively with people of varied academic, cultural, and socio-economic backgrounds using tact, diplomacy, and courtesy.

Establish and maintain effective, cooperative, and collaborative working relationships with others.

Work beyond normal business hours, attend evening meetings and/or perform weekend work, and travel.

Experience and Education

Any combination of experience and education that would provide the required knowledge and abilities is qualifying. A typical way to obtain the required knowledge and abilities would be:

Experience:

Five years of increasingly responsible experience in marketing, advertising, sales or training and development, including two years of administrative and management responsibility.

Education:

Equivalent to a Bachelor's degree from an accredited college or university with major course work in business administration, advertising, marketing, or a related field. A Master's degree is desirable.

License and Certificate

Possession of, or ability to obtain, an appropriate, valid California driver's license.

EEO Category: Executive/Administrative/Managerial

Date Approved: July 1, 2016