

**FLORIDA STATE COLLEGE AT JACKSONVILLE
JOB DESCRIPTION, 2018**

**DIRECTOR OF Workforce & Community Development
FLSA STATUS: EXEMPT - PAY GRADE: 22 – P**

**JOB FAMILY: MANAGERIAL/SUPERVISORY – ACADEMICS
JOB FUNCTION: MANAGERIAL/SUPERVISORY**

GENERAL STATEMENT OF JOB

The Director of Workforce & Community Development is responsible for increasing direct sales of continuing workforce education, community oriented classes, pre-apprenticeships and apprenticeship programs to employers, associations, organizations, and the community by providing integrative leadership in the development, marketing, sales and operations of courses, classes, and events and by identifying and securing new contracts and clients. This position is responsible for generating revenue by positioning the college to respond to education and training needs of employers and local organizations on a local, regional, national, and global scale for the Jacksonville metropolitan area, the College's service area and beyond.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES

Create new and imaginative approaches to the development, marketing, sales and operation of courses, classes, events and contracts designed to meet industry and community needs

Initiate collaboration with academic programs to design and deliver targeted educational programs and classes focused on workforce and community needs

Develop and implement pre-apprenticeship and apprenticeship programs, working in collaboration with other College programs and external organizations

Provide apprenticeship reports and initial analysis to underpin operations and update management and key stakeholders as required to deliver the strategy effectively

Manage industry outreach and the development of strategic partnerships to support expansion of workforce and community development programs

Understand and apply commercial and financial principles to the development of workforce and community educational business models, attending at all times to the costs, profits, markets and added value associated with programs, courses, classes, events or contracts.

Develop and maintain business practices for assessing financial condition of workforce and community educational programs, including individual classes, overall programs, apprenticeships and related coursework, community events, and other projects to respond to industry/community needs and interests

Convene and lead representatives from each academic school or career technical program in the identification of employer and industry needs and coordinate the development of solutions and/or appropriate college responses to those needs, building programs that meet the educational demands of the community and create a positive revenue stream for the college.

Provide research and direction for the development of marketing efforts on behalf of continuing workforce education, community development, and pre-apprenticeship/apprenticeship related events

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Manage sales implementation at both the strategic and tactical levels to meet economic and enrollment performance objectives, including continuing education, continuing workforce education and product opportunities in both consumer and employer channels.

Set revenue targets for workforce development educational sales and develop a structured reporting system for leadership, including information on sales activities, leads, work in progress, and signed contracts

Develop and implement strategies to measure and continuously improve customer satisfaction and quality of continuing education courses and apprenticeship programs.

Represent the College on community committees as appropriate; advise leadership concerning community participation and assign staff to participate in task forces.

Work with Workforce Operations team to ensure successful roll-out and implementation of all educational programs and events, including gathering and sharing sufficient information on a timely basis

Provide guidance and motivation to optimize the performance of assigned staff and provide for their professional development.

Evaluate employee performance and recommend personnel actions for assigned positions.

Perform other related duties as assigned.

SUPERVISION RECEIVED

Supervision is received from Associate Vice President of Workforce Development and Entrepreneurship.

SUPERVISION EXERCISED

Supervision is exercised over assigned staff.

MINIMUM QUALIFICATIONS

Bachelor's degree from an accredited college or university supplemented by three (3) years of related experience.

PREFERRED QUALIFICATIONS

Master's degree from an accredited college or university supplemented by five (5) years of full-time, directly related experience

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be physically able to operate a variety of machines and equipment including computer, office equipment, telephone, etc. Physical demands are essentially those of sedentary work. Tasks may require extended periods of time at a keyboard or workstation.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural or compositional characteristics (whether similar to or divergent from obvious standards) of documentation, files, accounts, and equipment.

Interpersonal Communication: Requires the ability to speak and/or signal people to convey or exchange information. Includes issuing and receiving assignments, instructions, and/or directions.

Language Ability: Requires ability to read standard English, as well as basic technical data, policy and procedure manuals, codes, etc. Requires the ability to prepare forms and reports using prescribed formats. Requires the ability to communicate with a broad array of individuals from various professional backgrounds.

Intelligence: Requires the ability to apply principles of logical thinking to define problems, collect data, establish facts and draw valid conclusions; to interpret a variety of instructions or inquiries furnished in written and/or oral form; to acquire knowledge of topics related to occupation.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, and to follow oral/written instructions. Must be able to communicate effectively with co-workers, the public, and students.

Numerical Aptitude: Must be able to add, subtract, multiply and divide; calculate decimals and percentages.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width and shape, and visually read various information.

Motor Coordination: Requires the ability to coordinate hands and eyes accurately in operating modern office equipment and machinery.

Manual Dexterity: Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: May not require the ability to differentiate between colors and shades of color.

Interpersonal Temperament: Requires the ability to deal with people beyond receiving instructions. Must be adaptable to performing under moderate levels of stress, imposed by frequent deadlines, peak workloads, or public/student contact.

Physical Communication: Requires the ability to talk and hear: (talking: expressing or exchanging ideas by means of spoken words; hearing: perceiving nature of sounds by ear).

Environmental Requirements: Tasks are regularly performed without exposure to adverse environmental conditions (e.g., dirt, cold, rain, fumes).

Effective: 10/2018