

**FLORIDA STATE COLLEGE AT JACKSONVILLE  
JOB DESCRIPTION, 2024**

**BUSINESS SOLUTIONS STRATEGIST**

**FLSA STATUS: EXEMPT – PAY GRADE: 22 - P**

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

**GENERAL STATEMENT OF JOB**

The Business Solutions Strategist cultivates and maintains strategic business, community, and governmental relationships that position Florida State College at Jacksonville to provide targeted and responsive training, consulting, and educational services to meet regional workforce development needs. This position generates new opportunities (larger clients or market segments, product areas, and delivery methods), presents pricing, and closes sales for revenue generating training, consulting, marketing, and educational services contracts with regional employers.

**CHARACTERISTIC DUTIES AND RESPONSIBILITIES**

Develops and maintains positive relationships with key clients and prospects. Connects, reevaluates, and adjusts on a consistent basis during and after each class to evaluate success or make adjustments needed.

Participates and attends business, industry, professional, and civic organizations events. Maintains positive public relations and serves as a liaison between the college and the community.

Speaks on behalf of the college at events, television, and in print, about upcoming events and new programs benefitting the community.

Plans, creates, and implements strategic sales and marketing plans. Develops measurement tools and evaluates statistical data on sales, marketing plans and campaigns, previous classes, client needs, frequency of classes, and trends. Compares data to industry trends, citywide growth industries, and job growth areas to find alignment.

Generates new opportunities (larger clients or market segments, product areas, and delivery methods), presents pricing, and closes sales for revenue generating training, consulting, marketing, and educational services contracts with regional employers. Meets with prospects and conducts needs assessments to identify and understand pain points and motivation for training. Collaborates with Workforce Operations to establish a proposal and pricing structure to present to the client.

Researches industry, local, and educational trends through reading industry journals, articles, and news feeds; meets and talks with clients about other training they receive; participates in committee meetings and events; visits other institutions to learn about their best practices; and explores other topics through educational courses, lectures, panels, and meetings.

Researches and analyzes potential sales options and establishes possible solutions that can be presented in sales proposals. Meets with department heads to stay informed on program changes, successes, and events. Meets with Workforce Team after each new prospect meeting.

Develops and manages sales division operating budget based upon business goals.

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Plans and develops innovative concepts and social media branding strategies to promote the brand, services, and products while interacting with senior leadership and further cultivating existing clients.

Utilizes a student-centered planning approach to development of programs that prioritize the interests and aspirations of the individual student, employers, and associations.

Performs other related duties, as required.

### **SUPERVISION RECEIVED**

Supervision is received from the appropriate supervising administrator.

### **SUPERVISION EXERCISED**

Supervision is exercised over assigned staff.

### **MINIMUM QUALIFICATIONS**

Bachelor's degree from a regionally accredited institution and four (4) years of directly related experience, to include one (1) year supervisory experience.

### **PREFERRED QUALIFICATIONS**

Bachelor's degree Marketing, Business Administration, or related field, from a regionally accredited institution and four (4) years of experience developing and selling workforce program solutions to business, community, and governmental organizations, preferably within the higher education industry. Certified Contract Trainer (CCT)

## **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:** 8/2017

**Revised:** 1/2018; 4/15/23