

**FLORIDA STATE COLLEGE AT JACKSONVILLE
JOB DESCRIPTION, 2023**

DIRECTOR OF CONTINUING EDUCATION

FLSA STATUS: EXEMPT - PAY GRADE: 24 - A

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

GENERAL STATEMENT OF JOB

The Director of Continuing Education increases direct sales of continuing education programs to employers, associations, organizations, and the community and provides integrative leadership in the development, marketing, sales, and operations of courses, classes, and events, and identifies and secures new contracts and clients. This position generates revenue by positioning the college to respond to the education and training needs of employers both locally and globally and by planning and executing an ongoing series of continuing education opportunities for the Jacksonville metropolitan area, the College's service area, and beyond. Collaborates in authentic ways with campus leaders and staff to develop and deliver continuing education to the traditional College service area and beyond and takes the initiative to originate action as needed.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES

Creates new and imaginative approaches to the development, marketing, sales, and operation of courses, classes, events, and contracts comprising continuing education.

Provides strategic leadership in the development and continuous improvement of services for students in continuing education programs with particular emphasis on enrollment and registration services and financial processes. Works collaboratively with administrative services staff, college student services staff, and technical team members in the development and deployment of service improvements for continuing education processes.

Applies commercial and financial principles to the development of the continuing education business model, including costs, profits, markets, and added value of each continuing education course, class, event, or contract.

Develops and maintains business practices for assessing financial condition of continuing education as a unit and relevant sub-units of the continuing education enterprise. Works collaboratively with administrative services staff in the implementation and sustainability of financial management practices.

Convenes and leads representatives from each campus and various centers and identifies continuing education needs and appropriate college responses to those needs, and builds a program which meets the educational demand of the community and creates a positive revenue stream for the college.

Provides for the marketing and sales of continuing education events, courses and product opportunities in both consumer and employer channels. Manages all marketing communications and sales implementation at both the strategic and tactical levels to meet economic and enrollment performance objectives.

DIRECTOR OF CONTINUING EDUCATION – PAGE 2

Develops and implements strategies to measure customer satisfaction and quality of continuing education courses. Implements strategies to improve the quality of continuing education courses and events.

Recommends appropriate organization and staffing requirements and allocates responsibilities for optimum department performance to achieve the stated goals and objectives of the department. Advises leadership concerning community participation and assigns staff to participate in task forces.

Directs and controls marketing budgets and marketing communications planning and implementation in the continuing education program area.

Supervises and evaluates assigned staff; provides mentorship and leadership to staff; completes annual performance reviews and semi-annual check-ins; conducts and manages hiring, training, and supervision of staff. Provides coaching and facilitates professional development opportunities.

Utilizes a student-centered planning approach to the 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 Dean of Workforce Education.

SUPERVISION EXERCISED

Supervision is exercised over assigned staff.

MINIMUM QUALIFICATIONS

Bachelor's degree from a regionally accredited institution supplemented by a minimum of five (5) years of related experience.

PREFERRED QUALIFICATIONS

Master's degree in Business Administration or related degree from a regionally accredited institution with emphasis in entrepreneurial studies, small business development, or marketing. Experience in the field of human resources talent development, adult learning, and solutions selling. Evidence of recent successful increase in sales and the development and delivery of client services.

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 the 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 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 the nature of sounds by ear).

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

Effective: 11/09

Revised: 9/7/23