



**Office of Human Resources  
Job Description**

**Title: DIRECTOR, CAREER & CONTRACT EDUCATION**

**Position Profile:**

Under general direction of the Dean of Workforce & Economic Development, the Director manages, oversees, completes and evaluates District economic development, strategies, including career, contract and community education programs, grant research and development; develops, implements and monitors compliance of comprehensive program plans and activities; produces, updates, maintains and submits a variety of comprehensive, accurate and specialized reports; participates in development and implementation of department strategic and community collaborative plans; serves as District's expert liaison for assigned Career, Contract and Community Service programs and contracts; and performs related duties as assigned.

**Primary Duties and Responsibilities:**

*(Examples of key duties are interpreted as being descriptive not restrictive.)*

- Responsible for the administrative, operational and fiscal functions related to the successful award and management of assigned contracts, grants and community service agreements;
- Duties and responsibilities are carried out with considerable independence within the framework of established policies, procedures and guidelines;
- Participates in development, maintenance and implementation of revenue generating career programs;
- Plans, organizes, manages and evaluates the work of assigned Community & Contract Education staff;
- With subordinate supervisors and staff, participates in establishing operational plans and initiatives to meet department goals and objectives;
- Implements departmental plans, work programs, processes, procedures and policies required to achieve overall department performance results;
- Coordinates and integrates department functions and responsibilities to achieve optimal efficient and effectiveness;
- Participates in development and monitoring performance against the annual departmental budget;
- Be able to construct a financial format;
- Know the ratios for income, promotion, production, operating margin for service sector and individual divisions or types of programming;
- Know the four key formulas – Average Participants per Event/Class, Average Fee, Response Rate/Brochure to Participant, and Cancellation Rate;
- Be able to budget or forecast upcoming events/classes;
- Know the Make Budget, Break Even, and Go – No Go points for an individual event/class;
- Be able to analyze the effectiveness of Promotion;
- Be able to determine the program/how to improve a given Division or event/class;
- Know how to list prices;

- Know how price impacts image and marketing;
- Know how to price-parking pricing;
- Define "refund rate";
- Define: direct costs, indirect/fixed/administrative costs, operating margin, surplus, promotion, production, income;
- Know ideal figures for: cancellation rate, promotion, production, operating margin;
- Know the difference between marketing and promotion;
- Be able to write an outline for a one-year marketing plan;
- Be able to write an outline for a three-year marketing plan.
- Provides leadership and works with staff to develop and maintain a high performance, customer service-oriented work environment that supports achieving the District's mission, strategic goals and core values;
- Produces, updates, maintains and submits a variety of comprehensive, accurate and specialized reports which involve multiple formats and manipulation, analysis and interpretation of complex and technical information for submission to granting or contract agencies and/or District management;
- Oversees establishment, organization, maintenance and updates to specialized and comprehensive grants files and records.

**Qualifications - Education and Experience:**

Master's degree or equivalent from an accredited institution and 3 years administrative experience:

- Evidence of sensitivity to and understanding of the socio-economic, academic, cultural and ethnic diversity within the community college student population, including students with physical and/or learning disabilities as these factors relate to differences in learning styles;
- Experience managing, overseeing and administering grants, contracts or programs and staff of the workforce & economic development departments including career education, applied technologies, workplace skills; contract education, career and community education concepts and principals and general business practices;
- Experience working with federal, state and private granting/contract agencies' organization, structure, practices, processes and advanced terminology related to grant development, submission, administration and compliance; local economy and labor market trends; needs and concerns of business community.

**Skills, Knowledge, and Abilities:**

- Ability to effectively perform the duties and responsibilities of the position;
- Ability to build consensus;
- Demonstrated ability to analyze, evaluate, and recommend innovative changes to existing programs;
- The skills to plan and organize large, complex tasks and direct the work of staff members to implement those plans;
- Relate effectively with a wide diversity of students, faculty, staff, and community members;

- Work successfully in an atmosphere of collegial decision-making;
- Demonstrated skills and ability to advocate for the District's programs and services.