

RANCHO SANTIAGO COMMUNITY COLLEGE DISTRICT
SANTA ANA, CALIFORNIA

CLASS SPECIFICATION
REVISED DECEMBER 2024

DIRECTOR, INSTITUTE FOR WORKFORCE DEVELOPMENT
JOB DESCRIPTION – CLASSIFIED SUPERVISORY

POSITION OVERVIEW

Under general direction is responsible for the operations, program/resource development, and promotion of the Institute for Workforce Development. Manages the staff and programs in accordance to applicable guidelines and in cooperative and collaborative community-based environment.

ORGANIZATIONAL RELATIONSHIP

This class reports to the designated administrator/supervisor.

REPRESENTATIVE DUTIES

1. Develops and implements contract education business plans and models designed to generate resources to support sustainability and growth.
2. Plans, develops, organizes, implements, and manages high quality fee-based and/or grant funded workforce development programs.
3. Researches and secures additional resources such as grants or other funding.
4. Maintains close working relationship with funding agencies.
5. Works with Division Deans to coordinate contract education offerings.
6. Establish liaisons with business and industry organizations, community and regional groups, and other educational institutions.
7. Promotion and marketing of workforce development fee-based and Contract Education programs through traditional and on-line marketing, outreach and public presentations to targeted groups to generate qualified leads.
8. Sales calls and proposal generation leading to closing the sale.
9. Recruits, orients, and schedules independent contractors, professional experts and presenters who provide assessment, training and consulting services to businesses and agencies.
10. Directs the work and assignments of professional staff and administrative program support personnel providing assessment, customized training and consulting services to businesses.
11. Conducts research and survey to determine current effectiveness and future needs, analyzes business and industry trends to identify key workforce needs.
12. Prepares related report and plan and shares with college community.
13. Prepares and administers annual budgets for assigned programs.
14. Manages program budget and record-keeping system.
15. Maintains records and prepares reports to funding agencies and the district administration.
16. Responsible for the submission of all reports related to managed programs and implements strategies and systems for management control, record keeping, client tracking, priority setting, reporting, and other functions to manage the changing resources and responsibilities of the department.
17. Performs other related duties as required to achieve district or program objectives and activities, and to meet grant/contract conditions and obligations.

DIRECTOR, INSTITUTE FOR WORKFORCE DEVELOPMENT

JOB DESCRIPTION – CLASSIFIED SUPERVISORY (CONT'D)

MINIMUM QUALIFICATIONS

Education and Experience

Bachelor's degree or equivalent training and experience in business or a related field, AND a minimum of five years of related experience in business development, contract training, grants/cooperative agreements/performance-based contracts, management and administration of programs for businesses in a community college setting.

Knowledge and Abilities

Thorough Knowledge of:

1. Strategic planning to attain sales and marketing objectives.
2. Training methodologies, training delivery, particularly in workplace environments.
3. Curriculum development.
4. Basic skills.
5. Language and technical skills assessment.
6. Sales and marketing principles and practices.
7. Principles of economic development, and business organizations.

Ability to:

1. Successfully manage a highly visible community-based program.
2. Manage demanding priorities.
3. Effectively manage and supervise program resources and personnel.
4. Assure of accurate and complete records.
5. Develop effective working relationships both within the District and in the community.
6. Operate effectively within a highly regulated work environment.

Board Approval Date: December 16, 2024