

**San Jose/Evergreen Community College District  
Classified Management Job Description**

**Position:** Executive Director, Workforce Institute

**Department:** Workforce Institute

**College:** District Office

**Date:** September 2006

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**POSITION PURPOSE**

Reporting to the Chancellor, the Executive Director of Workforce Institute plans, organizes, directs, integrates, and implements all functions of the Workforce Institute, a fully self-supporting business of the District. Provides leadership and direction to form and maintain partnerships with businesses and other organizations that improve the employability of individuals in the local labor market.

**NATURE and SCOPE**

The Executive Director of Workforce Institute is responsible for the business activities of a profit center. Advancement to this position requires compliance with the stated job qualifications and a demonstrated ability to secure vocational, technical, and professional training contracts with local and regional employers. Advancement to this position also requires competency in instructional design to meet identified training needs.

**KEY DUTIES and RESPONSIBILITIES**

1. Oversees and participates in identifying local/regional training and professional development needs of the labor market and local businesses. Manages and coordinates the outreach activities that identify and secure training and development contracts with businesses and other employers.
2. Develops and implements annual and long term plans to promote basic, technical, vocational, professional and supervisory training. Coordinates all marketing, public relations, and other activities that support reaching annual goals.
3. Provides leadership to and participates with staff in developing new partnerships and contracts with employers.
4. Coordinates research of labor market and community demographics, business growth and employment needs in the service area. Forecasts potential revenues that could be derived from training programs to meet these needs.
5. Oversees and participates in designing programs that respond to differing learning styles of customers.
6. Supervises and evaluates the performance of assigned staff; interview and participate in selecting employees; train, counsel, discipline and terminate personnel according to established policies and procedures.
7. Establishes performance goals for staff who are assigned responsibility for delivering training, research, or support to the Workforce Institute.
8. Manages the financial performance of the Workforce Institute. Develops and administers budgets according to approved business objectives and financial plans. Oversees financial operations that include but are not limited to accounting, purchasing, and payroll.
9. Develops and implements plans for staffing. Ensures adequate qualified staff, to deliver programs and support that accomplish business, educational, and financial goals.

10. Ensures that the colleges within the district and businesses receive on-going communications about programs and activities.
11. Manages the rental and usage of district facilities by outside organizations. Arranges for and secures contracts and other arrangements. Develops rental rates and rules of use.
12. Ensures that training and business activities provided by the Workforce Institute offer access to a diverse population, including those with special access and learning needs.
13. Stays up-to-date with trends in legislation and in the training field to assure competitiveness and financial viability. May serve on professional and state committees. May perform lobbying activities.
14. Performs other duties and responsibilities as assigned.

## **EMPLOYMENT STANDARDS**

### **Knowledge of:**

1. Community-based, vocational, professional, and leadership education, including design, implementation, and evaluation of instructional objectives.
2. Skills in organization and management practices as applied to the development, design, and evaluation of programs, policies and administrative needs.
3. Budget preparation and administration process.
4. Principles of functional leadership, training and performance evaluation.
5. How to organize work and build an effective team to respond to a high volume of service requests.
6. Human relations skills to conduct formal presentations to large and diverse audiences, to promote and develop new business, and to work as part of a team dedicated to service.
7. Math to compute feasibility studies and analyze trends.
8. Preparation of complex professional reports and correspondence.

### **Skills and Abilities to:**

1. Plan, organize, direct and coordinate the work of supervisory, professional, and support staff; delegate authority and responsibility; prepare and administer large and complex budgets.
2. Identify and develop revenue generating business opportunities.
3. Develop instructional objectives.
4. Allocate limited resources in a cost-effective manner; and have the ability to sequence and execute a high volume of courses in many subjects.
5. Preparation of clear, convincing, and concise proposals and reports.
6. Design and implement functions that respond to the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of the staff and customers.

### **Education and Experience:**

1. Demonstrated sensitivity, knowledge, and understanding of the diverse academic, socioeconomic,

gender, cultural, disability, and ethnic backgrounds of the students we serve and sensitivity to and knowledge and understanding of groups historically underrepresented, and groups who may have experienced discrimination.

2. Master's degree from an accredited college or university with major course work in instructional design, organizational development, vocational education, business, or a related field.
3. Five years of increasingly responsible management experience, including the design and implementation of customized training programs.

**Working Conditions:**

1. Typical office environment.

Date Approved: 9/06; job title changed 7/08; revised 4/09

Salary Range: M 34

EEO Category: 2B1 - Executive/Administrative/Managerial