



Job Description

Job Title:	Executive Director Projects & Market Resources	Grade:	N
Department:	Corporate & Continuing Education	FLSA:	Exempt

The incumbent in this job is expected to assist the College in achieving its vision and mission. Customer focus, college service, and a willingness to assist as needed are expectations for all employees.

General Function:

Leads the planning and development processes for two nationally recognized programs: the Institute for Entrepreneurship and the Lifetime Learning Institute. Oversees various internal and external initiatives, activities and programming necessary to establish and maintain the college's national leadership roles in serving entrepreneurs, lifetime learners and the personal interest market in the community.

Characteristic Duties and Responsibilities:

1. Confers with and provides leadership, vision, assistance and advice to Deans, Division Directors and CCE Directors regarding overall non-degree program growth strategies and related market analysis activities, with high level guidance from the Vice President of Learning and direct supervision from the Dean of Business & Learning.
2. Coordinates with CRMS and Deans on effective marketing strategies, objectives and tactics for CCE and non-degree programming and events, to include print collateral and Course Schedules.
3. Coordinates with ITS, Deans and Division Directors on website content and management as it represent non-degree, CCE programming and events and the connection to curriculum programs of study.
4. Represents the college and CCE to build internal and external partnerships which will strengthen collaborations between program areas, the clients and the community.
5. Oversees overall CCE marketing budget funded by Dean's Program Growth Account and other assigned accounts.
6. Seeks and pursues potential revenue streams and funding sources for program growth, including grants and private support.
7. Performs other duties as assigned.

Reporting Relationships:

Direction Received: Reports to the Dean Harris Campus, Business & Learning

Direction Given: Direct supervision for program directors, program developers and administrative support staff

Minimum Requirements:

Bachelor's Degree from a regionally accredited institution with 5 years of marketing experience, including strong research, analytical skills, advertising, copywriting and overall communication skills

The intent of this job description is to provide a representative summary of the essential functions that will be required of positions given this title and should not be construed as a declaration of specific duties and responsibilities of any particular position. Employees will be assigned specific job-related duties through their hiring departments. Specific job-related duties assigned by hiring departments shall be consistent with the representative essential functions listed above and shall not be construed as expanding a particular position's role, scope, FLSA status, or grade. June 2013



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Knowledge, Skills, Abilities and Worker Characteristics:

Ability to effectively recruit, direct, develop and evaluate staff
Ability to establish and maintain effective public relations on every level
Ability to make high quality written and verbal presentations to groups
Ability to research and analyze data to formulate successful projects, policies and plans
Knowledge of project planning techniques
Ability to administer multiple projects with varying deadlines, performance measures and reporting requirements
Ability to create schedules, critical path and related charts to assure that projects meet performance standards and issues are properly addressed
Knowledge of general small business and economic development principles and practices
Knowledge of principles and practices of administration in community college education
Knowledge of conflict resolutions and negotiation techniques
General computer proficiency including Microsoft Word, Outlook, PowerPoint and Excel
Knowledge of basic budgeting, financial reporting and recordkeeping principles and practices
Knowledge of client/student counseling principles and practices

Working Conditions:

Typical office environment; infrequently lifting and carrying items up to 10 lbs.; infrequently twisting or bending at the waist or reaching overhead; infrequently traveling between buildings on campus, to other campuses, or out-of-town to attend meetings and conferences; frequently listening to and talking with students, faculty and other staff members either in person or by telephone; frequently sitting at a desk or workstation using a computer display, keyboard, and mouse