

## Director, CE Business & Marketing

**FLSA Status:** Exempt

**Pay Grade:** 20

**Job Title ID:** 203503

**Job Series/Job Family:** Workforce Education & Business Development Series / C.E. Business Operations Family

### Reports To

Executive Dean, Continuing Education

### Job Purpose

To direct all business operations and marketing initiatives for Continuing Education (CE) and provide strategic planning and analysis for program development and implementation.

### Description of Duties and Tasks

*Essential duties and responsibilities include the following. Other duties may be assigned.*

#### **Required**

1. Oversees all CE business operations including: supervision of student registration staff; certain invoicing and payment functions; prepares reports on room utilization/availability, space, fixed assets, monthly financial progress and enrollment trends, contract, grant, and other financial activity, accreditation, budget recommendations and preparation, collects data for quarterly Coordinating Board reports; and develops long-range plans for department using fiscal forecasting and enrollment trends. Develops, writes, and implements operating policies, procedures and practices. Assists with student and staff complaints and resolutions and follow-up. Ensures updates of CE website.
2. Conducts CE payroll functions.
3. Directs all CE program marketing plans and initiatives, develops written and verbal communication and outreach strategies and sales campaigns, conducts presentations to community partners and clients and to ACC departments. Develops strategic planning for CE program growth, analysis, and makes recommendations. Participates in various external CE activities and events. Coordinates with the college's marketing department on various CE marketing materials and strategies.
4. Conducts strategic planning for department. Conducts research and analysis on CE programs and makes recommendations for improvement of CE processes and programs. Assists with development of new CE programs and space acquisition. Initiates and manages special projects and assignments.
5. Assists with departmental goal progress, program development, department-wide organizational issues, policies, practices, procedures, and standards. Oversees CE curriculum as outlined in the Guidelines for Programs in Workforce Education, SACS, and other accreditation agencies. Assists Executive Dean with special projects.
6. Serves on appropriate committees such as customer service and CE process improvement. May represent Executive Dean at meetings.

### Knowledge

*Must possess required knowledge and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.*

#### **Required**

- Principles and practices of payroll and purchasing practices.
- State and Federal laws and regulations pertaining to departmental budgets and accounting practices.
- Supervisory principles, practices, and methods.

- Understanding of the community college philosophy and mission.
- Principles and practices of management ,marketing, strategic planning, accounting, and budgetary theory and practices.

**Preferred**

- Knowledge of ACC Continuing Education programs.

**Skills**

*Must possess required skills and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.*

**Required**

- Maintaining an established flexible work schedule, including some evenings and weekends.
- Effectively using organizational and planning skills, including attention to detail and follow-through.
- Creating, planning, and implementing marketing ideas and media.
- Establishing and maintaining effective working relationships, and working in a collaborative manner with individuals and groups within ACC and within the community.
- Ability to plan, prioritize, and problem-solve.
- Demonstrated expertise in related work field.
- Ability to meet deadlines and handle multiple projects.
- Entrepreneurial vision, abilities, and activities.
- Effectively using interpersonal and verbal and written communications skills, including effective presentations.
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- Maintain and manage accurate records, payrolls, and budgets
- Maintaining confidentiality of work related information and materials.

**Computer Skills**

**Required**

- Demonstrated proficiency using standard office software applications.

**Physical Requirements**

**Required**

- May occasionally be required to lift up to 20 pounds.
- Subject to standing, walking, sitting, bending, reaching, kneeling, pushing and pulling
- Work is performed in a standard office environment.

**Work Experience**

**Required**

- Two years of related work experience.

**Preferred**

- More than three years related work experience, including experience in workforce education/training.

**Education**

**Required**

- Master's degree

**Other**

**Required**

- Reliable transportation for local area travel.

**Safety**

***Required***

- Work safely and follow safety rules. Report unsafe working conditions and behavior. Take reasonable and prudent actions to prevent others from engaging in unsafe practices.