

SANTA BARBARA COMMUNITY COLLEGE DISTRICT

CLASSIFICATION: CLASSIFIED MANAGEMENT

**CLASS TITLE: DIRECTOR, EMPLOYER
ENGAGEMENT**

SALARY TABLE: 30

SALARY RANGE: 150

BASIC FUNCTION:

In collaboration with and as directed by an assigned Dean, Educational Programs, the Director of Employer Engagement will facilitate responsive, relevant, and skills-based education and training, in all modalities and manner of offerings, to meet local and state workforce needs. Additionally, the position works with the South Central Coast Region Consortium (SCCRC) leadership in supporting and aligning Job Developers and Career Services staff in producing required employer engagement and work-based learning activity outcomes required for state reporting.

NOTE: This position is contingent upon Economic Workforce Development funding supported by the State of California's Regional Collaboration and Coordination Employer Engagement Grant.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

Work with the various Economic Development Division constituencies involved in education and workforce training in California (including but not necessarily limited to: the California Workforce Development Board, local workforce investment boards, the Employment Training Panel, the State Department of Education, and the Employment Development Department), and leverage relationships to identify and develop work and workforce training opportunities.

Work with representatives of business, labor, and professional trade associations to develop and implement courses and programs to train incumbent workers. Provide leadership to support workers to become more competitive in their region's labor market, increase competency, and identify career pathways to economic self-sufficiency.

Identify and prioritize gaps within the workforce and develop and implement strategies using braided funding, as applicable, for career education. Examples of gap strategies include: creating community collaborations, professional development, coordination with credit and noncredit, curriculum development, articulation of curriculum in a career pathway, career lattice or system of stackable credentials, career guidance module development, seminars, workshops, etc.

Oversee the colleges Employer Engagement Plan, in collaboration with the SCCRC Executive Employer Engagement Director, in meeting opportunities with work-based learning, pre-apprenticeship, apprenticeship or earn and learn programs.

Supervise and evaluate the performance of assigned personnel. Interview and select employees and recommend transfers, reassignment, termination and disciplinary actions. Coordinate work assignments and review work to assure accuracy, completeness and compliance with established standards, requirements and procedures for assigned staff.

Engage employers in the use of the College's digital platforms to connect them with students and jobseekers.

Provide vendor management support for and ongoing professional development for the Career Services staff in the application of college-selected career support platforms like Jobspeaker, Inc. and LinkedIn Learning.

Coordinate and collaborate with credit and noncredit Career Services staff in developing and supporting internship and job placement support activities.

Assist the SCCRC with surveys and mandatory state reporting.

Research, identify, develop and evaluate related grants and other funding opportunities.

Plan and execute special projects and associated budgets as related to the assignment.

OTHER DUTIES:

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Higher education mission, organization, and policies for community colleges.

General business and project management principles, accounting practices, procedures and terminology.

Applicable laws, codes, rules, regulations, policies and procedures. Budget preparation and control.

Basic understanding of curriculum development for credit, non-credit, and contract education as well as how the K-12 system connects to the community college system.

Basic learning and teaching methods that enable the translation of industry workforce requirements into relevant curriculum.

Principles and methods of marketing, including an understanding of social media, sales and contract management.

State and federal training programs and how community colleges meet employer and industry needs.

Program and training development, management, and evaluation.

ABILITY TO:

Demonstrate clear evidence of sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of culturally diverse people.

Provide leadership through a lens of equity and race consciousness.

Assess industry needs and facilitate the development of work-based training opportunities that meet regional and statewide needs.

Market college programs and training services to industry employee groups, workforce development agencies, and state employment bodies.

Establish and maintain cooperative working relationships in the performance of assigned duties.

Plan, organize, evaluate, and adjust to change, as needed, to meet work-plan objectives, schedules and timelines.

Perform a variety of budgetary, financial assessment, marketing, and customer service activities to assure smooth, efficient, and effective employer engagement activities.

Communicate effectively both orally and in writing to diverse groups.

Apply knowledge of computer skills and other modern office practices, records management and filing systems.

Coordinate and disseminate college-developed products with the Regional Consortia California Community

Colleges and industry partners.
Work a flexible schedule that requires occasional evening and/or weekend assignments.
Establish and maintain comprehensive, accurate files and records and prepare concise, complete reports as required.
Analyze data and information and communicate findings to varying stakeholders.
Understand and carry out oral and written directions, work independently with little guidance, and prioritize workloads in a fast-paced environment.
Analyze the impact of emerging technological, political, environmental, and economic trends on education and technical training needs.
Develop proposals and negotiate contracts.
Understand the procedures and requirements of initiating, designing, writing and preparing training programs for clients.
Coordinate events, seminars, speakers, instructors, meetings, and contribute at industry advisory meetings as requested.
Analyze situations swiftly and accurately, then adopt an effective course of action.
Create and manage work plans, budgets, and ensure up-to-date program reporting.
Work personally and with team members/colleagues to meet personal, team and department goals.
Use professional judgment based on established guidelines and procedures.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: Bachelor's degree from an accredited college or university in Business Administration or related field and five years increasingly responsible experience including workforce and economic development, training, sales and marketing, employer relations, fiscal and budget management, and customer service. Experience in creating and implementing industry and workforce education and training programs.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

WORKING CONDITIONS:

ENVIRONMENT:

Indoor and outdoor work environment.
Frequent interruptions.
Driving a vehicle to conduct work.

PHYSICAL DEMANDS:

Dexterity of hands and fingers to operate a computer keyboard.
Seeing to read a variety of materials.
Hearing and speaking to exchange information. Sitting or standing for extended periods of time.
Reaching overhead, above the shoulders and horizontally. Bending at the waist, kneeling or crouching.
Lifting, carrying, pushing or pulling moderately heavy objects as required.
Mobility to reach various locations, on-and-off locations.