



**SHASTA-TEHAMA-TRINITY JOINT COMMUNITY COLLEGE DISTRICT
POSITION DESCRIPTION**

POSITION TITLE:	Assistant Superintendent/Vice President of Economic & Workforce Development/Executive Director, Shasta College Foundation		
JOB CLASSIFICATION:	<input checked="" type="checkbox"/> Administrator - Educational	<input type="checkbox"/> Confidential	
	<input type="checkbox"/> Administrator - Classified	<input type="checkbox"/> Classified	
	<input type="checkbox"/> Faculty		
RANGE:	65		
HOURS PER DAY:	Up to 8		
HOURS PER WEEK:	Up to 40		
MONTHS PER YEAR:	Up to 12		
REPORTS TO:	Superintendent/President or designee		

DESCRIPTION OF BASIC FUNCTIONS AND RESPONSIBILITIES

The Assistant Superintendent/Vice President of Economic & Workforce Development/Executive Director, Shasta College Foundation (VP of EWD) provides operational leadership and strategic direction for a variety of district programs, including the Economic and Workforce Development program, Contract and Community Education, and Marketing Department and serves as the executive leader of the Shasta College Foundation. Incumbents provide leadership for the effective administration of the areas assigned, including the ongoing development and evaluation of program needs; developing, evaluating, and implementing policies and procedures to govern the operations and activities of the assigned division(s); lead short- and long-term planning of capital fundraising aligned with District needs; establish and maintain strong working relationships with faculty, academic deans, administrators, staff, students, and community stakeholders; develop strategic plans in assigned areas; advocate for and promote assigned programs and services; and may serve as a member of the President's Cabinet. Employees in this classification exercise supervision over reporting managers and supervisors. This job class functions at a senior program management level of classification.

TYPICAL DUTIES

Assistant Superintendent/Vice President of Economic and Workforce Development

- Plans, directs, coordinates, supervises, and promotes the activities and operations of the Economic and Workforce Development (EWD) program.
- Provides oversight, guidance, and direction to the activities and operations of the Marketing office.
- Provides leadership, goal setting, and strategic planning for the District's community and external stakeholder relations functions.
- Oversees promotion, coordination, and implementation of program-specific marketing campaigns for vocational, academic, and student services programs; athletics; fine arts; special events; and other activities as assigned.

POSITION DESCRIPTION

POSITION TITLE: Vice President of EWD/Executive Director, Shasta College Foundation

- Leads development, evaluation, revision, and implementation of District policies and procedures related to EWD, Contract and Community Education, and Marketing.
- Identifies, evaluates, and recommends grant opportunities and assists in selecting grant opportunities supporting the District's mission and institutional goals. Provides support and leadership for grant writing and applications processes.
- Oversees development and administration of budgets for EWD, Contract and Community Education, Marketing and other assigned areas and monitors expenditures.
- Ensures assigned programs comply with federal, state, and local regulations and District policies and procedures.
- May serve as a member of the District's negotiating team for collective bargaining.
- Establishes cooperative relationships with internal and external stakeholders, analyzes complex and novel issues, and develops and recommends strategic resolution to preserve and enhance effectiveness, efficiency, and equity of assigned programs.
- Serves on and participates in a variety of internal and external committees and organizations, at the local, regional, and state-wide levels. Represents the college at related state-wide policy meetings and conferences. Maintains active participation and membership on local and State-wide boards as a representative of the District.

Executive Director, Shasta College Foundation

- Leads and supervises activities and operations of the Shasta College Foundation, including strategic planning, board relations, donor relations, community engagement, marketing, and fundraising activities.
- Plans, implements, and directs the Foundation's fundraising campaigns and activities
- Leads strategic growth of the Foundation's fundraising program, including generating new and increasing current revenue by identifying and cultivating prospective donors and by developing and implementing strategies to increase current giving levels.
- Leads major gift program by developing and maintaining relationships with major donors, serving as the Foundation's steward for regional major gifts and ensuring donors are informed of the effects of their generosity.
- Creates opportunities and coordinates participation for Foundation Board members to engage in fundraising; effectively engages and partners with Foundation Board members in the fundraising process.
- Monitors internal and external conditions impacting the Foundation's fundraising campaigns, the Foundation's mission, and the development and maintenance of professional relationships.
- Leads and directs evaluation and revision of marketing and fundraising strategies and practices as appropriate to evolving strategic priorities.
- Facilitates and leads short- and long-term strategic planning for the District and related auxiliary organizations.

POSITION DESCRIPTION**POSITION TITLE: Vice President of EWD/Executive Director, Shasta College Foundation**

General Duties

- Directs and supervises the work of others; reviews, approves, and conducts performance appraisals; directs and participates in the selection, training, and development of staff; administers employment contracts; orients and informs staff of District policies and departmental operating procedures.
- Participates in a variety of committee and staff meetings in support of areas supervised. Participates in other related committee assignments both on and off campus.
- Develops and implements procedures and processes designed to enhance contract education opportunities and workforce preparation programs.
- Prepares and presents reports, recommendations, correspondence, and related communications to a wide variety of internal and external stakeholders including the Board of Trustees and Shasta College Foundation Board.
- Supervises other areas as assigned.
- Performs related duties similar to the above in scope and function as required.

EMPLOYMENT STANDARDS*Knowledge of:*

- Principles and practices of community college operations and programs.
- Principles and practices of management and supervision including planning, organizing, assigning, and reviewing work; performance appraisal and discipline; employee selection and professional development.
- Principles and practices of non-profit and auxiliary organization operations
- Principles and practices of collective bargaining and effective employee relations.
- Budget preparation and administration procedures.
- Laws, codes, and regulations governing California Community Colleges.
- Laws, codes, and regulations governing non-profit organizations, auxiliary organizations, and related development activities.
- Grant funding procedures and practices.
- Diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of community college students.
- Student equity issues.
- Community relations and fundraising procedures.

POSITION DESCRIPTION**POSITION TITLE: Vice President of EWD/Executive Director, Shasta College Foundation**

Ability to:

- Communicate effectively, orally and in writing.
- Direct, supervise, and formally evaluate the work of managers, supervisors, faculty, and other staff members.
- Interpret, apply, and enforce laws, regulations, and guidelines related to operations and programs in assigned areas.
- Demonstrate a commitment and ability to work with diverse populations.
- Analyze complex problems, identify potential solutions, evaluate alternatives, recommend effective courses of action, and take independent action for successful results.
- Utilize a wide variety of computer software and database systems effectively.
- Facilitate organizational development and change through effective collaboration with diverse participants.
- Prepare and present effective reports, recommendations, and correspondence.
- Continuously monitor changes in regulations, policies, and technologies related to areas of management.
- Establish and maintain cooperative and effective working relationships with others, including those from diverse academic, socioeconomic, cultural, ethnic, and ability backgrounds.
- Act with and model sensitivity toward the diverse populations served by the District.
- Work independently while receiving only strategic direction.

QUALIFICATIONS*Education Required:*

- Master's degree from an accredited institution or the equivalent.

Experience Required:

- Three (3) years of increasingly responsible experience in the administration and management of a program, department, or other professional business unit.
- Three (3) years of successful experience supervising, directing, and evaluating the work of direct report employees.
- Demonstrated cultural humility and ability to work successfully with the diverse academic, socioeconomic, and ethnic backgrounds of community college students, faculty, and staff.

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APPROVALS

Date Created/Revised: 8/2019

Cabinet Reviewed: 8/2019

Board Approved: 09/11/2019

The District shall provide equal employment opportunities to all applicants and employees regardless of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age, sexual orientation, or status as a Vietnam-era veteran. (AP 3410 – Nondiscrimination)