Program Developer: Community Education

The Program Developer will be employed by the Grossmont-Cuyamaca College Community College District Auxiliary Organization (GCCCD Auxiliary), which is contracted by the Grossmont-Cuyamaca Community College District (GCCCD) to provide support to Continuing Education and Workforce Training (CEWT). Under agreement, the Program Developer is accountable to the Cuyamaca College Dean of Instruction, Continuing Education and Workforce Training. While this job description provides a broad description of the duties and responsibilities of the Program Developer, it may not be inclusive of all related assignments. While this is the expected initial assignment for this position, employees of the GCCCD Auxiliary Organization may be provided other work assignments which use the representative duties of this position.

**BASIC FUNCTION:**
Under the direction of the Dean, develop fee-based programming to generate revenue that supports department, college and district goals. The Program Developer will work closely with the Office of Continuing Education, college faculty and administration, industry, community leaders, and target markets to develop and market classes. In conjunction with the Dean, this position will also be responsible for the coordination of branding and marketing efforts for CEWT.

**REPRESENTATIVE DUTIES:**
Conduct needs assessments and assists in the collection and analysis of significant data which reflects existing needs of the local community

Meet with community and organizational leaders, college administration/faculty and prospective instructors for the purpose of designing, developing and presenting a variety of fee-based educational, enrichment, and training programs.

Assist in the coordination of special events and programs

Recommend and assist in the implementation of goals and objectives for assigned services and functions

Participate in the collection, compilation, and analysis of information from various sources on a variety of specialized topics related to business and/or program development; prepare reports that present and interpret data, identify alternatives, and make and justify recommendations for program development.

Work with content experts to propose training programs that meet community, industry and government training needs.

Provide outreach internally within the Grossmont-Cuyamaca Community College District and its respective colleges to effectively and accurately market CEWT services and resources.

Solicit and utilize feedback from employers, employees, faculty, students and other departments to develop fee-based training solutions.

Maintain current knowledge of applicable laws, rules, regulations policies, and procedures including those related to college curriculum as well as state, Title 5, and Education Code regulations.
Branding and marketing to include creative solutions related to social media, email campaigns, website enhancement, press releases and collateral marketing pieces.

Attend and participate in professional group meetings, seminars, trade shows, vendor demonstrations, and training sessions; stay abreast of new trends and innovations.

Perform related duties and responsibilities as required.

**KNOWLEDGE OF:**
- Operations, services, and activities of an Instructional Support Services program.
- Academic terminology.
- Pertinent federal, state, and local laws, codes, and regulations including Title 5 regulations, practices, and procedures.
- Basic principles and practices of budget preparation and proposal writing.
- Methods and techniques of research, analysis, and decision making.
- Principles and procedures of financial and statistical record keeping.
- Principles and procedures of report preparation.
- District organization, operations, policies, and objectives both in general and as they apply to the office of Continuing Education and Workforce Training.
- Technical aspects of field of specialty.
- Principles and practices of business and/or program development and administration.
- Principles and practices of adult learning theories.
- Modern office procedures, methods, and equipment including computers and applicable software and computer applications including word processing, and spreadsheets.
- English usage, spelling, grammar, and punctuation.
- Advanced oral and written communication skills.
- Interpersonal skills using tact, patience, and courtesy.
- Business and marketing related course development and experience in consultative sales techniques.
- Website maintenance via a content management system (Cascade)
- Proposal and budget development

**ABILITY TO:**
- Assess organizational and community training and enrichment needs in San Diego East County
- Plan and coordinate community events
- Provide outreach to community including individuals, business owners, HR professionals, industry organizations, and economic and workforce development professionals.
- Propose fee-based training solutions for the community, businesses and industry.
- Plan and organize work flow to meet schedules and time lines.
- Work in conjunction with District Public Information Office for outreach
- Collaborate with consultants to define and enhance the branding of CEWT
- Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of department goals.
- Compile, assemble, and interpret data from diverse sources.
- Prepare a variety of reports and correspondence related to area of assignment.
- Maintain accurate and complete records and files.
- Interpret and apply applicable federal, state, and District policies, laws, and regulations.
- Adapt to changing technologies and learn functionality of new equipment and systems.
- Work independently with little direction.
- Work with and exhibit sensitivity to and understanding of the diverse racial, ethnic, disabled, sexual orientation, and cultural populations of community college students.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.
EDUCATION AND EXPERIENCE:
Any combination equivalent to: a Bachelor’s degree and four years of work experience in a college or university leading efforts involved in the development and implementation of community, business and industry fee-based and/or contract education programs.

WORKING CONDITIONS:
ENVIRONMENT:
Attendance in offsite community meetings and events 60%
Office environment 40% (potentially 20% at Grossmont College and 20% at Cuyamaca College)

PHYSICAL ABILITIES:
Sitting and/or standing for prolonged periods of time
Lifting, moving, and carrying light objects
Reaching overhead, above the shoulders and horizontally
Dexterity of hands and fingers to operate a variety of office equipment including computer keyboard and peripheral equipment
Seeing to read and verify data, prepare various materials and view a computer monitor

COMPENSATION:
Classification 41A (currently $4,348 per month).

APPLICATION PROCESS: You may obtain the job opening notice at http://www.gcccd.edu/auxiliary/auxiliary-employment/job-opportunities.html To apply you must submit your resume and required cover letter in a single e-mail to: Auxiliary.Jobs@gcccd.edu. In the cover letter, highlight your qualifications for this position.

Condition of Employment - As a condition of employment, persons hired must provide proof of identity and employment eligibility within three (3) days of beginning work, and persons may be required to submit to a background check.

AN EQUAL EMPLOYMENT OPPORTUNITY-AFFIRMATIVE ACTION AND TITLE IX EMPLOYER