



Cañada College ♦ College of San Mateo ♦ Skyline College

## GENERIC POSITION DESCRIPTION

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# COMMUNITY EDUCATION COORDINATOR

A Classified Position  
Grade 27 – Salary Schedule 60

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### A. General Statement

The Community Education Coordinator is responsible for the leadership, development, and management of the Community Education program operating at Skyline College, Cañada College and College of San Mateo in the San Mateo County Community College District. The program provides fee based not-for-credit classes and programs for adult and youth education, enrichment programs, summer youth programs, sports camps, conferences and other courses and workshops. Working closely with the Director of Community, Continuing and Corporate Education and in close partnership with staff at the three college campuses, the Community Education Coordinator, utilizing exceptional entrepreneurial skills, will develop long term and short term strategic goals and objectives for Community Education programming that align with departmental, District and College strategic plan, mission and goals. Public contact is extensive and includes students, staff, other educational institutions, community and business representatives, governmental agencies and the general public, for the purpose of exchanging program information and services. A high degree of independent judgment and creativity is required to adequately represent the District and program, to serve as a technical resource person for the program, and to design original program components and services. Consequences of errors in judgment can be costly in public relations and in employee time; however, management controls limit the risk of more serious consequences. The Community Education Coordinator can lead the work of student assistants and other staff as assigned.

### B. Duties & Responsibilities

The duties below are representative of the duties of the classification and are not intended to cover all of the duties performed by the incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related, or a logical assignment to this classification.

1. Provide leadership for the development and implementation of a comprehensive community education program providing learning opportunities for all age groups
2. Research and evaluate new program and course proposals on an ongoing basis to identify new opportunities as a complement to credit course offerings and in response to community needs and trends
3. Recommend classes and programs specifically designed for the youth in San Mateo County to provide additional academic support that cannot be provided by local middle and high schools
4. Develop and implement marketing, outreach, and advertising plans for all programs
5. Assist in the selection of courses and instructional staff, and coordinate offerings in cooperation with

instructional divisions throughout the District

6. Participate in interviews with prospective instructors and coordinate preparation of contracts and approval of payments
7. Under the supervision of the Director of Community, Continuing and Corporate Education, assist with the establishment of course and program fees and secure Board approval for courses and programs
8. Manage agreements with other organizations and companies as needed
9. Continually monitor and assess the effectiveness of current class offerings, enrollment and registration, instructor evaluations, customer demand, and customer satisfaction
10. Determine staffing needs for ongoing department operations and various programs, including hiring, training and leading the work of permanent, short term, and student assistant staff as needed with seasonal fluctuation
11. Monitor staff in scheduling of courses and data entry, preparation of instructor agreement, registrations, and securing facilities at multiple locations on campus and off site
12. Manage the Community Education website on an ongoing basis and update content
13. Produce newsletters (using predesigned templates) and surveys
14. Research and determine distribution numbers and methods of distribution, as well as supervise distribution and assess the effectiveness of over 350,000 catalogs and 25,000 brochures sent out annually
15. Promote effective public relations in the community by initiating contact with individuals, organizations, and other groups to develop Community Education classes, programs and activities
16. Work occasional evenings or weekends for special events
17. Drive to other District sites and to locations in the community as required
18. Perform other related duties as assigned

### **C. Requirements**

1. Bachelor's degree in business administration, education, or a closely related field
2. Successful work experience of increasing responsibility in an educational, social services, human resources, marketing or related area
3. Extensive public contact experience that has demonstrated respectful and sensitive communication with people at various levels within an organization who are diverse in their cultures, language groups and abilities
4. Experience with educational program planning, implementation, and evaluation with an emphasis on working with adult clientele
5. Experience with training and leading the work of others
6. Demonstrated skill in effective collaborative and relationship building experience with diverse constituents
7. Experience with research, formatting, assessment and preparation of data for reports and other materials
8. Experience with the use of a variety of computer software to track and monitor data and produce written materials
9. Demonstrated skills in oral and written communication, including public speaking
10. Demonstrated skill in multi-tasking, prioritizing workloads, and working independently
11. Demonstrated skill in working as part of a customer service team

OR

An equivalent combination of education and experience

**D. Physical/Other Requirements**

This position requires attention to detail, good memory, teamwork, ability to work under deadline pressure, moving moderate to heavy objects, sitting and standing for periods of time, oral and written communication, pushing, pulling, bending, stooping, reaching, patience and tact in order to perform the essential functions.

**E. Knowledge, Skills & Abilities**

1. Knowledge and experience in developing new programs for children and adults
2. Knowledge of the principles of budget planning, monitoring, forecasting, and analysis
3. Entrepreneurial skills to identify and build successful programs
4. Skill in negotiating agreements and contract terms
5. Skills in marketing and sales techniques
6. Skill in communicating effectively with people at various levels within an organization
7. Skills in communicating respectfully, sensitively, and effectively with people who are diverse in their cultures, language groups, and abilities
8. Skill in training and leading the work of others
9. Superior skill in written communication
10. Superior skill in oral communication, including public speaking
11. Skill in the use of the Microsoft Office Suite, Adobe Acrobat, and web-based content management systems to enter, format, and present complex financial, statistical, and other data and to produce a variety of written materials
12. Ability to manage projects, put systems in place, and design effective marketing materials
13. Ability to work as part of a high quality, effective customer service team

(3/2015)