



## GENERIC POSITION DESCRIPTION

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### **DIRECTOR RETAIL, HOSPITALITY AND TOURISM CENTER**

A Classified Supervisory Position (Exempt Status)  
Grade 190E

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#### **A. General Statement**

This position is responsible for the development, leadership, and management of the Retail, Hospitality and Tourism Center at Skyline College. The Retail, Hospitality and Tourism Center is funded by the CCCCO Workforce and Economic Development Division and supports the Deputy Sector Navigator for the Bay and surrounding regions. The Center, through its Director, provides both administrative and academic leadership for retail, hospitality and tourism in the Bay region. In partnership with the Workforce and Economic Development Division of the CCCCO, the State Sector Navigator for Retail, Hospitality and Tourism, and the regional colleges the Director develops long term and short term strategic goals and objectives for the industry and community colleges.

#### **B. Duties & Responsibilities**

1. Coordinate Center activities with the CCCCO EWD Division and State Sector Navigator and other Deputy Sector Navigators for Retail, Hospitality and Tourism;
2. Develop, coordinate and lead college teams across the region in the development and evaluation of new and relevant curriculum, career pathways and teaching methods in Retail, Hospitality and Tourism;
3. Conduct labor market research and consult with industry and faculty to develop new curriculum within the region and articulation with K-12;
4. Researching and evaluating new program and course proposals on an ongoing basis to identify new opportunities to complement course offerings in a response to community needs;
5. Facilitate, align and conduct activities with community government leaders, business and industry to create opportunities to meet the needs of underserved communities that lead to effective practices and outcome based workforce development;
6. Managing agreements with other organizations and companies as needed;
7. Facilitate and coordinate professional development activities for faculty and stakeholders on industry trends and educational demands of the industry
8. Determining Retail, Hospitality and Tourism staffing needs for ongoing department operations and various programs; hiring, training, and supervising permanent, short term, and student assistant staff as needed with seasonal fluctuation, securing necessary board approval;
9. Coordinating activities with other District and regional centers, including the CITD and Small Business Centers;
10. Developing, planning, and administering the departmental budget to ensure a self-supporting budget;
11. Forecasting revenue and expenses; continual cost analysis of multiple programs using a variety of spreadsheets, and other computer software including the Banner system.
12. Preparing financial and narrative reports as needed for the CCCCO and SMCCCD and performing financial analysis as needed
13. Develop, coordinate and facilitate a program advisory committee to successfully develop courses and/or programs in retail, hospitality and tourism.

14. Promoting effective public relations for the college in the community by initiating contact with individuals, organizations, and other groups to develop Retail, Hospitality and Tourism Center;
15. Managing the Retail, Hospitality and Tourism Center website on an ongoing basis and supervising staff update of content.
16. Perform other duties as assigned.

**C. Requirements**

This classification requires a combination of education and experience equivalent to a Masters degree, preferably in Business Administration, Hospitality, Retail or Tourism with an emphasis in Education; a combination of education and experience of increasing responsibility in a retail, hospitality or tourism that has included extensive public contact with people of diverse cultures, language groups and abilities; program planning, implementation and evaluation; directing the work of others; demonstrated skills in oral communication, including public speaking, and in written communication; and use of a variety of computer software for written materials, financial documents, and presentations.

**D. Desirable Skills & Abilities**

1. Ability to multi-task and organize complex, multi-faceted workloads, with attention to detail and timelines.
2. Ability to think critically and solve problems.
3. Skill in communicating effectively with people at various levels within an organization.
4. Skill in communicating respectfully, sensitively and effectively with people who are diverse in their cultures, language groups and abilities.
5. Knowledge and experience in developing new programs.
6. Skill in supervising and evaluating the work of others.
7. Knowledge of the techniques of budget planning, monitoring, forecasting, and analysis.
8. Skill in written communication.
9. Skill in oral communications, including public speaking.
10. Skill in research, compiling data for, formatting and effectively presenting data for a variety of audiences.
11. Skill in use of a variety of computer software to enter, format and present complex financial, statistical and other data.
12. Ability to manage projects, put systems in place, and design effective communication pieces.

(7/2013)