

**DIRECTOR, RETAIL, HOSPITALITY AND TOURISM
INITIATIVE**

CLASS SUMMARY

Under administrative supervision, responsible for implementing Retail/Hospitality/Tourism workforce and economic development operations as the Deputy Sector Navigator-Retail/Hospitality/Tourism in accordance with the goals and objectives of the California Community College Chancellor's Office, Workforce and Economic Development Division's Doing What Matters Initiative.

REPRESENTATIVE DUTIES

Works collaboratively with Statewide Sector Navigator and Deputy Sector Navigators in other regions, and with the Regional Consortium chairs to align the needs of sector employers with the programs and curricula offered by the colleges in the regional consortium. Works with individual colleges in the region to develop faculty collaboratives, connect colleges' ICT and digital media programs to employers, and promote and strengthen curriculum and program alignment. Works with employers, industry and retail, hospitality and tourism organizations and Workforce Investment Boards to determine workforce gaps. Promotes integration of workforce training and employment, and promotes development of on-the-job training opportunities for students in retail, hospitality and tourism programs at the colleges. Strengthens programs within the retail, hospitality and tourism sectors at regional colleges and high schools, through such activities, including but not limited to, career exploration, career pathways, and dual enrollment. Provides incumbent worker training and promotes opportunities for contract education. Promotes faculty professional growth and curriculum development to keep programs aligned with industry need. Identifies and prioritizes gaps in the workforce, and develops strategies to address them. Works with representatives of business, labor and professional trade associations to develop and implement courses and programs to train incumbent workers in the regional industry sector. Supervises the budget, auditing timelines, and evaluations. Serves on appropriate business and educational committees at the local and state level. Conducts classes and/or workshops as appropriate. Prepares reports to funding sources and college administration, and participates in the preparation of grant applications. Establishes and maintains administration planning/organizational procedures in accordance with state codes and related laws. Prepares a variety of reports, agendas, proposals and agreements as required. Assists in establishing continuing funding sources. Maintains appropriate computerized records that document services provided. Collects and reports data on all required accountability measures working with common metrics and accountability measures, and working with the statewide LaunchBoard initiative. Performs other duties as required to implement the project work plan and to meet grant requirements and conditions.

ORGANIZATIONAL RELATIONSHIPS

This position reports to the designated administrator and supervises the program's staff.

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INITIATIVE (cont.)**

DESIRABLE OUALIFICATION GUIDE

Training and Experience

Bachelor Degree from an accredited institution in business, marketing, hospitality or a related area, and a minimum of five years of experience in management, administration or programs in information communication technology, digital media or workforce development.

Knowledge and Abilities

Knowledge of: retail, hospitality and tourism industry sectors and of workforce and economic activities in the community, and the ability to participate in those activities.

Ability to: market the program, participate in organizations which promote the retail, hospitality and tourism industries, engage employers and connect them to the colleges, and follow the guidelines of the grant.