

## **EXECUTIVE DIRECTOR, DIGITAL MEDIA CENTER**

### **CLASS SUMMARY**

Responsible for the direction, management and marketing of the RSCCD Digital Media Center services as the primary manager, developing, implementing, and updating the plan for the facility, including the direct management of the digital media business incubator, overall facility management, and facilitation of interaction with other facility educational functions. Implements workforce and economic development operations in accordance with the goals and objectives of the California Community College Chancellor's Office, Workforce and Economic Development Division's Doing What Matters and Strong Workforce Program.

### **REPRESENTATIVE DUTIES**

#### **DEVELOPMENT AND IMPLEMENTATION OF INCUBATOR**

Responsible for the success of the Digital Media Center facility and daily operations of the digital media/technology incubator. Develops and implements incubator activities and programs, including a plan for the recruitment and nurturing of entrepreneurial businesses to reside in the incubator. Manages the recruiting, growth, and promotion of incubated businesses. Obtains and facilitates support services for incubated businesses from appropriate partners and business services. Serves as primary spokesperson for the Digital Media Center to its Advisory Group, potential donors, business leaders, news media, and economic development agencies. Ensures coordination and interaction among the programs and functions of the facility. Interfaces with other facility functions and computer labs. Oversees primary coordination of facility maintenance and technology support. Manages incubator budget. Develops and manages a one-stop shop for entrepreneurs residing in the incubator that provides a model of business resources and support for exchange of a long-term venture return.

#### **ADMINISTRATION AND MAINTENANCE OF PROJECTS**

Works collaboratively with the community colleges Regional Consortia to align needs of employers with the programs and curricula offered. Collaborates with faculty to connect industry sector programs to employers, promote and strengthen curriculum aligned with the retail, hospitality and tourism industry. Builds partnerships with the Workforce Development Boards, employers and other industry leaders to determine skills gaps. Promotes integration of workforce training and employment, and development of learn and earn opportunities for students in retail, hospitality and tourism programs at the colleges. Administers third-party, industry-based training and certifications to students and faculty in partnership with corporate programs. Implements strategic support to the colleges, community and businesses with online training modules and learning systems that strengthen career pathways using CareerReady 101, KeyTrain and WorkKeys. Supervises the budget, auditing timelines, and program evaluations. Serves on committees at the local, state and national level. Conducts special trainings, workshops, and career exploration activities as needed. Establishes and maintains administration planning and organizational procedures in accordance with state codes and related laws. Prepares a variety of reports, agenda, proposals and agreements as required under the Doing What Matters and Strong Workforce Programs.

#### **OTHER RESPONSIBILITIES**

Plans, develops and implements strategic marketing and public relations campaigns in conjunction with the college and District marketing teams to promote the Digital Media Center. Promotes career pathways offered through the colleges' Career and Technical Education programs. Develops rapport and maintains membership with appropriate professional organizations. Participates in community activities related to areas of responsibility.

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### **DESIRABLE QUALIFICATIONS GUIDE (CONT'D)**

Writes clear and concise documents, reports, pamphlets and brochures. Develops content for website and social media accounts. Communicates effectively and works collaboratively with the community. Establishes strategic partnerships with governmental, educational, business and industry, and community agencies and organizations. Responsible for interpreting and implementing the rules and policies of the Board of Trustees and the directive of the Chancellor. Plans, develops and maintains the District's compliance with appropriate state and federal regulations and policies related to career and technical education programs. Maintains current knowledge of economic trends and labor market conditions to implement special projects.

### **ORGANIZATIONAL RELATIONSHIPS**

This class reports to the Vice Chancellor of Educational Services and supervises the Digital Media Center incubator, and special projects staff. Incumbent also works with internal and external workforce and economic development service providers, employers, community organizations and educational leaders.

### **REQUIRED SKILLS AND QUALIFICATIONS**

**Training and Experience:** Any combination of education and/or experience equivalent to a Master's degree in business management, marketing or related field, and a minimum of five years of experience in management, administration of grant programs and/or experience in the marketing of vocational education, contract education or other economic development programs. Experience with business incubation and/or business start-ups is preferred.

#### **Knowledge and Abilities**

Thorough knowledge of: principles of supervision and management, marketing, leadership, record keeping, accountability and program documentation, business plan development and implementation, program budgeting and facility management; federal and state regulations governing workforce education; statistical and financial procedures; supervision and training principles for staff.

Ability to: make program and procedural analyses; maintain records and documentation subject to external audit; execute promotional, marketing and public relations campaigns; communicate effectively in oral and written form; write and manage grants, yield digital media productions and integrate new technologies relating to business, media, production studios, and higher education. Demonstrate outstanding organizational skills; supervise the work of others. Demonstrate ability to resolve conflicts and solve problems, identify opportunities to improve programs. Envision and implement programs for the incubator and special projects associated with student-centered and revenue-producing programs.

License: a valid California Motor Vehicle Operator's License.