



## Office of Human Resources and Equal Opportunity Administrator Job Description

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### DIRECTOR, STRATEGY AND MARKETING FOR THE KRAUSE CENTER FOR INNOVATION (KCI)

**DEPARTMENT:** Krause Center for Innovation

**COLLEGE:** Foothill College

**SALARY GRADE:** [A2/A3 - I](#)

#### POSITION PURPOSE:

Reporting to the Director of the Krause Center for Innovation (KCI), the Director of Strategy and Marketing for KCI supports the effectiveness expansion and replication of KCI programs. Under the general direction of the Director of the KCI, this position will lead business efforts for the KCI and will focus on strategic and business planning, creating and executing on the marketing plan, and supporting the KCI development of fundraising efforts, including grant proposal development.

#### NATURE and SCOPE:

The Director of Strategy and Marketing for the KCI is responsible for developing business proposals and budgets for contract education and program replications; manage outside vendors; and work with classified staff involved in web and marketing activities. This position supervises a part-time web designer and developer, a part-time marketing position, and a student assistant.

#### KEY DUTIES and RESPONSIBILITIES:

The following duties and responsibilities are typical but not limited to the following:

1. Provide leadership and manage strategic planning activities for the KCI including long-term vision and mission.
2. Develop and implement strategic initiative plans and associated marketing plans.
3. Manage and develop grants and partnership activities internally and externally for the KCI; coordinate efforts with the Director for the KCI.
4. Manage all aspects of grants and coordinate economic development issues.
5. Manage outside vendors; represent the KCI to outside audiences and agencies to increase program awareness; establish working relationships with external groups and organizations to promote the KCI mission.
6. Supervise the marketing, social media, and website personnel at the KCI, including contract education activities.
7. Develop additional revenue streams to support the KCI strategic decision.
8. Develop business proposals and budgets for contract education and program replication.
9. Establish and maintain relationships with Foothill-De Anza Foundation staff, consultants, and teachers-in-residence to develop and execute action plans, strategic initiatives and activities.
10. Prepare and administer budgets; prepare justifications and recommendations; and assure maintenance of documentation.
11. Supervise and evaluate the performance of assigned personnel.
12. Provide leadership and training for staff to ensure that staff remains aware of and familiar with District and college policies and procedures.

13. Lead or participate in various college, district-wide, regional meetings and/or committees for directors, managers, deans, learning communities, and tasks groups as required.
14. Performs related duties as assigned.

## **EMPLOYMENT STANDARDS**

### **Knowledge:**

1. District policies and procedures.
2. California Education Code.
3. District safety procedures.
4. Budget and finance.
5. Federal and state labor laws.
6. Organizational design processes and change management.
7. Classified union contracts.
8. Educational institution operation, related laws, regulations, business and administrative practices.
9. Computers: commonly used software and communication mediums.
10. Electronic media and desktop publishing.
11. Marketing, communications, advertising, and public affairs as they relate to educational institutions.
12. Quality principles of trust, teamwork and collaboration.
13. Principles of higher education organization, structures, leadership, management and supervision.

### **Skills and Abilities:**

1. Demonstrate understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff.
2. Communicate effectively both orally and in writing.
3. Sales / marketing skills.
4. Leadership /management / supervisory skills.
5. Computer literacy, skilled in the operation of commonly used software, including Internet communication skills.
6. Organizational, time management, and problem solving abilities.
7. Handle difficult and sensitive issues and problems and resolve conflicts.
8. Develop and manage budgets.
9. Prioritize workload and conflicting demands.
10. Demonstrate presentation skills.

### **Education and Experience:**

1. Bachelors degree from an accredited institution in education, business, public administration or a related field.
2. One year of formal training, internship, or leadership experience reasonably related to the administrator's administrative assignment.

### **Preferred Qualifications:**

1. Master's degree from an accredited institution in education, business, public administration or a related field.
2. Experience working within a higher education institution.
3. Three years experience in sales/marketing, marketing educational services to industry.
4. Demonstrated experience with information and communications technology.
5. Experience with fundraising.
6. Experience in team building and team project completion.
7. Evidence of leadership abilities within an educational, business, or government institution.
8. Contract Education experience.
9. Experience in developing markets and promotional strategies for products/programs.
10. Experience in securing revenue, including grant funding.

**WORKING CONDITIONS:**

**Environment:**

1. Typical office environment; subject to travel to conduct work

**Physical Abilities:**

1. Hearing and speaking to exchange information in person and on the telephone and make presentations.
2. Dexterity of hands and fingers to operate a computer keyboard.
3. Vision sufficient to read various materials.
4. Sitting for extending periods of time.
5. Bending at the waist.
6. Lifting and carrying objects up to 20 lbs.

Date Approved: May 2012; Revised: October 2019

Ed Code: H-11

Creditable Service: PERS