

**Chittenden Central Supervisory Union
Job Description**

JOB TITLE:	ADVERTISING and SKILL TECH COORDINATOR
FLSA STATUS:	Exempt
UPDATED:	5/27/10

POSITION OBJECTIVES: Develop, implement and enhance evening courses and programs for adults in the region served by the Center for Technology, Essex. Develop a marketing and advertising campaign for day time and evening CTE offerings, collaborate with CTE administrative team on the plan approval and implementation of this plan.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

I. **ADVERTISING**

Will survey, develop and execute an effective advertising campaign for the Center for Technology/Essex and the Skill Tech Center for the following events:

- Mentor an individual in order to learn how to survey, develop and execute an advertising campaign
- Skill Tech Fall and Winter Semester
- DOL Employment Conferences
- CTE Recruiting Campaign
- CTE Open House

II. **SKILL TECH**

Program Development

- Plan, develop and implement technical workforce development programs and courses to meet the needs of area adult students and businesses
- Facilitate and implement grants to fund programs in order to best serve the needs of the workforce development program.
- Develop and implement, in conjunction with area businesses, technical education programs to upgrade the skills of currently employed Vermonters.
- Develop and administer budgets for workforce development programs.
- Prepare mid-year and annual reports, as required, for workforce development programs.
- Recruit and contract part time instructors to teach technical courses and meet the requirements of the workforce development programs.
- Maintain an active role with the Lake Champlain Chamber of commerce Workforce Investment Board (WIB) in order to stay current with the changing needs of workforce development programs within our service region.

Coordination

- Coordinate with business associations in order to develop and implement training programs which meet the education and certification needs of current and future employees in the changing workplace.
- Provide customized training services to individual area businesses and enhance the skills of current employees.
- Coordinate evening supervision for the workforce development center.

Outreach

- Inform the general public, providers of services to adults, and the business community of technical center resources and opportunities.
- Facilitate the preparation and dissemination of brochures and flyers.
- Facilitate the development of displays and attend area job and career fairs.
- Facilitate press releases and contact media to publicize program events.
- Promote events to enhance technical center participation by the public and targeted populations (e.g. Open House).

III. PROFESSIONAL DEVELOPMENT

- Maintain current information regarding the labor market, educational opportunities and the changes in business and industry.
- Facilitate participation in local, state and national organizations which impact adult technical education.

SUPERVISION RECEIVED: Supervised, evaluated by, reports to and receives direction from the Adult Services Coordinator/Assistant Director.

SUPERVISORY RESPONSIBILITIES: Supervises SkillTech evening instructors. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

QUALIFICATIONS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily, in addition to the following:

- **Education and Experience.** Bachelor's degree in Business, Management, Education, Administration or other appropriate discipline plus seven years of relevant management and technical program experience, or a combination of education and experience from which comparable knowledge and skills are acquired.
- **Language Skills.** Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.
- **Mathematical Skills.** Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.
- **Computer Skills and Experience.** Proficient using word processing and spreadsheet programs. Knowledge and skills using e-mail and database programs.
- **Reasoning Ability/Mental Requirements.** Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.
- **Communication & Interpersonal Skills.** Ability to communicate courteously, efficiently and effectively with a variety of individuals, including students, faculty, administrators, parents, and representatives of outside organizations. Ability to work cooperatively and effectively with peers, subordinates, supervisors, parents, and outside agencies.

Frequency	Code	Description
Sometimes	S	activity may exist sporadically, but not on a consistent basis.
Occasionally	O	activity exists on a consistent basis for less than 1/3 of the time
Frequently	F	activity exists from 1/3 of the time up to 2/3 of the time
Constantly	C	activity exists for 2/3 or more of the time
Not Applicable	NA	activity is not present in the position

PHYSICAL EFFORT AND STRESS. Employee must have the physical ability to perform the essential functions of the job as outlined above, in addition to the following (Indicate appropriate code from above):

	<i>Frequency Code</i>	<i>Essential</i>	<i>Not Essential</i>
SITTING	O	X	
STANDING	F	X	
WALKING	C	X	
SEEING	C	X	
HEARING	C	X	
TALKING	C	X	
DEXTERITY (hands/fingers)	C	X	
USE OF COMPUTERS AND EQUIPMENT	O	X	
LIFTING			
up to 10 lbs.	O	X	
10-25 lbs.	O	X	
25-50 lbs.	S		X
50-100 lbs.	S		X
100+ lbs.	S		X
CARRYING			
up to 10 lbs.	O	X	
10-25 lbs.	O	X	
25-50 lbs.	S		X
50-100 lbs.	S		X
100+ lbs.	S		X
BENDING/SITTING	O	X	
PUSHING/PULLING	O	X	
TWISTING	O	X	
CLIMBING	S		X
BALANCING	NA		X
CROUCHING	S		X
KNEELING	S		X
CRAWLING	S		X
REACHING (i.e., overhead)	S		X
HANDLING	S		X
DRIVING	F	X	
REPETITIVE MOVEMENTS (hands, feet)	F	X	
MANAGING STRESS	F	X	
RESOLVING CONFLICTS	F	X	

WORKING CONDITIONS/ENVIRONMENTAL FACTORS: All conditions common to a construction site for residential housing including, but not limited to, the following (Indicate appropriate code from above):

	<i>Frequency Code</i>
EXPOSURE (dust, dirt)	0
EXPOSURE (extreme heat – non-weather, flames)	S
EXPOSURE (extreme cold – non-weather)	S
EXPOSURE (fumes, odors)	S
EXPOSURE (viruses, infectious diseases)	0
EXPOSURE (water)	S
EXPOSURE (hazardous equipment)	S
EXPOSURE (chemicals, hazardous materials)	S
UNEVEN TERRAIN	S
OUTDOOR WEATHER CONDITIONS	0
VIBRATION/NOISE	S
HEIGHTS	S

Definitions - Physical Demands

Sitting: remaining in a seated position

Standing: remaining on one's feet in an upright position at a work station without moving about

Walking: Moving about on foot

Seeing: Perceiving with the eye

Hearing: Perceiving or listening to sound by ear

Talking: Articulating, speaking or discussing using spoken words

Dexterity: Skill in the use of hands and fingers

Lifting: Raising or lowering an object from one level to another (includes upward pulling)

Carrying: Transporting an object, usually holding it in the hands or arms or on the shoulder

Bending/Stooping: Bending the body downward and forward by bending the spine at the waist. Occurs to a considerable degree and requires full use of the lower extremities and back muscles.

Pushing: Exerting force upon an object so that the object moves away from the force (includes slapping, striking, and kicking)

Pulling: Exerting force upon an object so that the object moves toward the force (includes jerking).

Twisting: Rotating; moving to face in alternate direction.

Climbing: Ascending or descending ladders, stairs, scaffolding, ramps, poles, ropes and the like, using the feet, legs, and/or arms and hands.

Balancing: Maintaining body equilibrium to prevent falling when walking, standing, crouching, or running on narrow, slippery, or erratically moving surfaces; or maintaining body equilibrium when performing gymnastic feats.

Crouching: Bending the body downward and forward by bending the legs and spine.

Kneeling: Bending the legs at the knees to come to rest on the knee or knees.

Crawling: Moving about on the hands and knees or ha

Reaching: Extending the hands and arms in any direction

Handling: Seizing, holding, grasping, turning, or working with hands

.....
This general outline illustrates the type of work, which characterizes the Job Classification. It is not an all-encompassing statement of the specific duties, responsibilities and qualifications of individual positions assigned to the classification. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.