Classification Specification for Unclassified Service

Page 1 of 1

Title: Director, Professional Development Institute

Pay Scale Group: 20

FLSA: Exempt

Essential Function

Under general supervision from a designated administrator, provide oversight for the development, operations and performance of sales and marketing activities for the Professional Development Institute.

Characteristic Duties

- Responsible for the development and performance of sales and marketing activities for the Professional Development Institute (PDI).

- Develop strategic plans to strengthen focus, expand customer base, and align and connect with faculty, staff, and students of the college.

- Assess the marketing needs to determine the level of profitability, integration and collaboration within the college.

- Compile and analyze statistics related to the business development plan, search for new prospects, and make recommendations as appropriate.

- Provide training and development of sales/marketing operations team.

- Develop and maintain strong communication with multiple constituents and the PDI team.

- Provide direct supervision to exempt and non-exempt staff (i.e., hiring/firing, performance evaluations, disciplinary action, approve time off, etc.).

- Perform related duties based on departmental need.

Unusual Working Conditions

- N/A

Minimum Qualifications

- Bachelor’s degree with seven (7) years experience; -OR- Associate’s degree with nine (9) years experience; -OR- eleven (11) years experience. Degree and experience must be in business administration, marketing or a related field. Experience must include at least three (3) years supervision.

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Last updated: