



JOB DESCRIPTION

JOB TITLE: Program Specialist

REPORTS TO: Program Manager

CLASSIFICATION: Administrator

FLSA Status: Exempt

SUMMARY:

This position develops, implements, and tracks new and existing community education courses/programs (personal and professional enrichment) for the general public. The Program Specialist prepares content for the Tabloid/Non-Credit Schedule and monitors the enrollment and effectiveness of courses, certificate programs, and professional development seminars. The Program Specialist is responsible for coordinating workflow with existing instructors to develop courses and recruits for instructors to fill newly developed programs. The Program Specialist coordinates the online enrollment process for online training vendors and works directly with representatives of county, state, and federal government agencies whose clients are pursuing distance learning programs. The position utilizes a variety of social media sites to market non-credit courses, certificate programs, and other department programs, activities, and events. The Program Specialist assists with contract, customized, and certificate training-related activities.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

This list is meant to be representative, not exhaustive. Some incumbents may not perform all the duties listed while in other cases related duties may also be assigned. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Publishes three tabloids per year (Spring, Summer, Fall) of approximately 80-110 courses per semester.
- Handles the coordination of contracted online career training programs/courses.
- Collaborate with representatives from CareerLink, Job Training agencies, Office of Vocational Rehabilitation, and other government agencies that provide training funds to workers who are dislocated, disabled, unemployed, economically disadvantaged, or suffer from other hardships. The Program Specialist must keep written account of all activities and services provided to those who are receiving financial assistance to attend the online programs.

- Recruits prospective instructors for community education courses and career-related certificate programs as well as for summer youth camps and other related educational programs.
- Promotes the College's non-credit courses/programs to regional businesses, profit and non-profit organizations, community agencies, and the general public.
- Promotes the Process Technology credit program utilizing variety of social media platforms.
- Determines course content, location, and meeting times for Community Education courses.
- Assists in the creation of Continuing Education marketing materials including Fall, Spring, and Summer Tabloids (direct mail piece highlighting non-credit class schedule) and targeted email blasts.
- Organizes an annual Youth Summer Program of approximately 8-12 camps for students 4 to 17 years of age.
- Works closely with Marketing to assist with boosting enrollment in all programs.
- Utilizes FaceBook, Twitter, SnapChat, and Instagram and other social media applications/resources to market department's courses and programs.
- Provides creative input to instructors for new courses/programs based on local/regional needs, trends/popular topics, and Internet research of other community colleges and training organizations.
- Participate in the development of curriculum requirements of training programs through collaboration with local organizations (health care, manufacturing, retail, service, non-profit, etc.).
- Reviews student/program evaluations of non-credit courses.
- Utilizes internal resources, e.g., marketing department, to capture photographs of classes and special events for marketing purposes.
- Ensures non-credit content on CCBC's website is up-to-date.
- Tracks enrollment numbers.
- Performs related duties as assigned.

MINIMUM QUALIFICATIONS

Education and/or Experience:

- Bachelor's Degree required; related experience preferred.

Skills, Knowledge, and Abilities:

- Ability to function in a self-directed capacity and to function as a member of a diverse team.
- Ability to communicate clearly and concisely both in oral and written form.
- Knowledge and skill in a variety of computer usage and software.
- Excellent written communication and proofreading skills.
- Ability to effectively present information and respond to questions from diverse groups within the community.
- Ability to establish and maintain effective working relationships with students, staff, industry, and the community.
- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Multitasking skills.
- Ability to maintain confidentiality.
- Ability to prioritize with day-to-day and regularly occurring activities.

Technical

- Knowledge of college policies and regulations.

Characteristics

- Ability to communicate effectively verbally and in writing.
- Ability to operate a PC and related software (Word, Excel, PowerPoint, and Outlook).
- Ability to work collaboratively with students, faculty and staff.
- Ability to maintain effective working relationships with other people.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Regularly required to sit
- Frequent use of hands to finger, handle, or feel; reach with hands and arms; and talk or hear
- Occasionally required to stand and walk
- Regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds
- Specific vision abilities required by this job include close vision, and ability to adjust focus

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee regularly works in indoor conditions and regularly works near video display. The employee occasionally works in evenings or on weekends. The noise level in the work environment is usually moderate.

Community College of Beaver County is an EEO employer and does not discriminate in its programs, activities, or employment on the basis of race, color, religion, sex, sexual orientation, disability, veteran's status, age, or national origin. Women, Minorities and Veterans are encouraged to apply.

**Program Specialist
May 2018**