

# HILLSBOROUGH COMMUNITY COLLEGE

## CLASS SPECIFICATION

Class Title: Business and Professional Development Officer		<i>Adm Rev. Approved: 5/18/06</i>
Level: E	FLSA Status: Exempt	Class Code: E0567
<i>Approved by: College President</i>		

### GENERAL DESCRIPTION

Responsible for the delivery of programs that meet contemporary business needs for professional development through workforce education and/or skill enhancement. Coordinates research and special projects and programming for business development and client services. Establishes ongoing corporate alliances and partnerships, and develops consultative relationships in an effort to drive the community's economic development through workforce improvement.

### KEY RESPONSIBILITIES

### % OF TIME

1.*	Defines market segments, identifies sales prospects, builds market and sales strategies, launches and executes sales/marketing campaigns to generate market growth.	20%
2.*	Executes a sales/account management plan that meets and exceeds obtaining, maintaining and retaining existing and/or prospective clients of The Corporate Training Center.	20%
3.*	Initiates, cultivates, and maintains professional relationships with current customer base as well as prospective new customers. Collaborates effectively with other performance groups to ensure seamless execution of programs.	15%
4.*	Develops needs assessment studies and evaluation tools to measure effectiveness and viability of various training programs and enhance product and service offerings through advertising and promotional programs, and direct and indirect sales.	10%
5.	Oversees logistics of learning programs to ensure all necessary facilities, learning tools, and materials are available for all participants and presenters.	15%
6.	Represents TCTC in local and out-of-state markets, business trade group associations, and other forums to maintain customer interface.	10%
7.	Collects and analyzes market intelligence. Prepares special reports outlining scopes, objectives, performance and recommendations to programs.	10%
8.	Performs other similar and related duties as required.	

- Indicates an "essential" job function.

Class Title: Business and Professional Development Officer	Class Code: E0567	Level: E
<b>KEY JOB REQUIREMENTS</b>		
Education:	Bachelor's Degree.	
Experience:	5 to 7 years of related work experience.	
Planning:	Four to Twelve Months: Plans events that are expected to occur during the year, and have some effect on the department's annual expenditures, and/or revenues. Scope of planning is department or equivalent.	
Impact of Actions:	Has a strong, but not controlling, voice in decisions on the budget; can authorize or recommend expenditures within an approved budget. Actions may have a direct contribution on the methods used to generate revenues.	
Impact of Decisions:	There is moderate responsibility for making recommendations or decisions, which typically affect department, but may at times affect the operation, services, individuals, or activities of others outside department.	
Complexity:	Work is complex and varied and requires the selection and application of technical and detailed guidelines. Problems are not easy to identify, but are similar to those seen before. Moderate analytic ability is needed to gather and interpret data where results/answers can be found after analysis of several facts. Solutions can often be found by using methods chosen before in other situations.	
Decision Making:	Supervision is present to establish and review broad objectives relative to basic position duties or departmental responsibilities. Independent judgment is required to study previously established, often partially relevant guidelines; plan for various interrelated activities; and coordinate such activities within a work unit or while completing a project.	
Problem Solving:	Problems are not easy to identify, but are similar to those seen before. Solving them requires judgment such as setting priorities, evaluating results, or coordinating with others. Solutions can often be found by using methods chosen before in similar situations.	
Communications with Others:	Requires regular contacts to carry out programs and to explain non-specialized matters, or occasional contacts with officials at higher levels on matters requiring cooperation, explanation, and persuasion. Requires continuing external contacts involving difficult negotiations calling for well-developed sense of timing and strategy.	
Supervision of Others:	Responsible for making recommendations within a department in the areas of compensation, staff selection, disciplinary action, complaints, staff performance appraisal, and similar supervisory duties. Plans, assigns, and evaluates the work of subordinates for effective operation and results of the unit.	
Job-Related Knowledge:	The professional theory and practice of the level above, but applied at the advanced level of a "seasoned" professional. Requires extensive knowledge of their professional discipline and a working knowledge of related fields. Understands information in several unrelated professional disciplines.	
Innovation/ Creativity:	Work requires using original and creative thinking to develop new, moderately complex results. The results generally impact several work groups, a large project or an extended customer base.	
Working Conditions/ Physical Effort:	Office, library, computer room; Typically sitting at a desk or table; Intermittently sitting, standing, stooping; Occasional lifting 25 lbs. or less.	