



POSITION DESCRIPTION

Title: Director, Career Technical Education/College and Career Readiness	
Department: Curriculum and Instruction, 7-12	FLSA Classification: Exempt
Bargaining Unit: None	Work Days: 223
Reports to: Superintendent & Assistant Superintendent, Curriculum and Instruction 7-12	Pending Board Approval Date: 2/24/2016

Salary Grade: Range 49 –Scheduled Management Salary Schedule

Primary Function:

To develop and execute a coordinated K-12 communications and marketing plan, and to direct and coordinate career technical education and college and career readiness programs in collaboration with school sites, district administration, board members, families, business and career technical education community members, as well as the community at large.

Essential Job Functions include, but are not limited to the following:

1. Oversee the development of course sequences and content for all pathways.
2. Coordinate the integration of career technical education curriculum with academic, state and industry standards.
3. Oversee the continued development and growth of the College and Career Hubs and the expansion of services provided to students and families.
4. Support pathway facility in curriculum development, articulation, and appropriate district staff development activities.
5. Establish and coordinate pathway board subcommittee meetings and advisory committee meetings for each industry sector.
6. Develop relationships throughout the community to promote, develop, implement, articulate and refine the career technical education program.
7. Research and write grants to fund Career technical education and administer grant program including all budget and reporting requirements.
8. Communicate and articulate pathway curriculum and sequencing with the counseling department.
9. Coordinate with counselors and school staff in establishing appropriate procedures to identify, recruit, and follow pathway students.
10. Facilitate the development of and accountability measures for the career pathway approval/removal process.
11. Facilitate the identification and implementation of industry certification exams or an equivalent accountability measure as an assessment tool for career pathways.
12. Serve as a link between school sites, industry and post-secondary education to articulate curriculum and coordinate career-related experiences for students.
13. Prepare and present to the Board of Education and other interested parties reports on pathway development and policies as well as community outreach and marketing activities.
14. Develop and manage vendor contracts.
15. Forecast funding and staffing needs for career technical education and college and career readiness activities.
16. Work with Human Resources in recruitment of career technical education staff.

17. Work with District staff to communicate program and service offerings to students, families and the community.
18. Maintain the District's collateral package (print and electronic media) for use by all staff to promote district events, campaigns, and programs.

MINIMUM QUALIFICATIONS

Education and Experience

The Director of Career Technical Education/College and Career Readiness is a district management position, open to certificated and classified staff. Candidates should hold a minimum of a Bachelor's degree. The desired candidate must demonstrate the following:

1. Effective communication, presentation, organizational, and interpersonal skills.
2. Knowledge of pathway development and career technical education standards.
3. Understanding of the issues that impact career pathway development including education processes and pedagogy.
4. Results oriented marketing of sales ability.
5. Knowledge of public relations and marketing strategies.
6. Expert level knowledge of Microsoft Word, Excel, Outlook, and Publisher. Working knowledge of other computer software programs is helpful.

Licenses/Certifications:

- Teaching or Administrative credential preferred.
- Valid California driver's license.

Abilities

1. Act in a professional and positive manner.
2. Establish and maintain cooperative and effective working relationships with others.
3. Use tact, patience, and courtesy.
4. Ability to articulate and understand complex issues and facilitate effective problem-solving.

Working Conditions

- Office environment.
- Extended hours may be required to meet project deadlines.
- Some travel may be required.

Physical Abilities

Ability to sit for extended periods; hearing and speaking to communicate and exchange information; use the telephone for extended periods; sufficient vision to ensure accuracy of reports and documents; dexterity of hands and fingers to operate a computer terminal and office equipment; lifting light to medium weight objects up to 40 pounds; kneeling/squatting and bending at the waist, walking, pushing/pulling, climbing and reaching to maintain and retrieve documents and other items.