

MANAGER OF SATELLITE COLLEGE OPERATIONS

DEFINITION

Plans, organizes, directs, evaluates, and manages the day-to-day operations and activities of a satellite education center of a college.

TYPICAL DUTIES

- Plans, organizes, evaluates, and manages the day-to-day operations and activities of a satellite center.
- Develops and implements a marketing plan and advertising campaign that will increase public awareness and enhance the image and funding sources of a satellite center.
- Establishes and maintains liaison with community leaders, community and business organizations, and public agencies to determine the needs of the satellite center and to stimulate interest in satellite center programs.
- Establishes and enforces operational policies and procedures for a satellite center.
- Collects, develops, and organizes information for dissemination to college, community, and business groups through a variety of media including television, newspaper, magazines, newsletters, and bulletins.
- Coordinates and/or participates in the collection and analysis of a variety of data related to community needs and interests and satellite center student success.
- Coordinates with other offices such as academic affairs and student services to schedule classes and workshops and provide appropriate support services to students participating in programs at a satellite center.
- Prepares reports, promotional materials, and presentations related to a satellite center.
- Prepares and manages the annual budget for a satellite center.
- Establishes financial, staffing, facilities, and equipment requirements based on program needs, available resources, and profitability requirements.
- Oversees the investigation and resolution of problems and complaints pertinent to a satellite center.
- Directs the preparation of supply and equipment requisitions for a satellite center.
- Negotiates and prepares contracts for the lease of various facilities.
- Prepares requests for contracts and defines scope of work.
- Ensures proper security and physical condition of buildings, grounds, and equipment at a satellite center.
- Supervises and evaluates assigned staff.
- Directs the maintenance of program and student records.
- Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

A **Manager of Satellite College Operations** plans, organizes, markets, promotes, manages, and evaluates the operations and activities of a satellite education center of a college.

An **Assistant Manager of Satellite College Operations** supervises and manages the evening shift operations and activities of a satellite education center of a college.

SUPERVISION

General supervision is received from a classified or academic administrator. Immediate supervision is exercised over assigned technical and clerical staff.

CLASS QUALIFICATIONS

Knowledge of:

Principles and techniques of community relations, promotion, publicity, marketing, and advertising
Mission, philosophy, and goals of a college
Activities and interests of community groups, professional organizations, business organizations, and the associated student organizations
Principles and techniques of research
Principles of business and personnel management
Principles and practices of budget preparation and administration
District organization, operations, policies, and procedures
Los Angeles County community and business resources available to the college
Principles of supervision and training
Organization and management of records
Capabilities of computer systems, software, and hardware used in business and management systems

Skill in:

Interpersonal relationships
Presenting concepts verbally and in writing
Achieving the understanding and support of community groups, professional organizations, business organizations, and the associated student organizations

Ability to:

Plan, direct, and manage the operations of the satellite center
Provide a positive image of a satellite center
Develop innovative programs and services to meet diverse needs and interests of the community
Establish and maintain effective and cooperative working relationships with administrators and staff of the District and representatives of the community
Establish feasible program goals and evaluate program results
Develop effective interpersonal relationships
Analyze situations accurately and adopt an effective course of action
Apply and interpret pertinent laws, rules, regulations, and policies
Communicate clearly and concisely, both orally and in writing
Select, motivate, train, and supervise assigned staff
Develop and maintain an annual budget
Prepare clear, comprehensive, and accurate reports, presentations, correspondence, and publicity materials
Effectively utilize computer equipment, software, and management information systems in the performance of duties
Learn specialized computer applications

ENTRANCE QUALIFICATIONS

Education and Experience:

- A. A master's degree from a recognized college or university, preferably with a major in business administration, public administration, or a closely related field

AND

Two years of full-time paid experience in managing the operations of an educational program or center.

OR

- B. Graduation from a recognized four-year college or university, preferably with a major in business administration, public administration, or a closely related field.

AND

Four years of full-time paid experience in managing the operations of an educational program or center.

Special:

A valid Class "C" California driver's license must be obtained within 60 days after appointment.
Access to an automobile.