

**SAN DIEGO UNIFIED SCHOOL DISTRICT
POSITION DESCRIPTION**

TITLE:	Manager, Outreach Program	REPORTS TO:	Assigned Supervisor
DEPARTMENT:	Facilities Planning and Construction	CLASSIFICATION:	Classified Management
FLSA:	Exempt	SALARY GRADE:	020
ISSUED:	April 28, 2009		

SUMMARY DEFINITION :

Develop, implement, and administer community business outreach strategies, programs, policies and procedures for Proposition S; develop educational, training and internship programs; work with community based organizations to expand emerging business enterprise participation in the Proposition S Bond Program.

REPRESENTATIVE DUTIES: (Incumbents may perform any combination of the essential functions shown below. This position description is not intended to be an exhaustive list of all duties, knowledge or abilities associated with this classification, but is intended to accurately reflect the principal job elements.)

E= Essential Functions

Develop seminars and training in bid contracting, bidding requirements and bid preparation. **E**

Develop an aggressive business outreach communication plan including web based posting of bidding and other business participation opportunities. **E**

Develop and coordinate educational and training programs within the San Diego Unified School District system, and regional employment and trade organizations. **E**

Develop an ongoing data and analysis system to track and report the award of Proposition S work to small and emerging business. **E**

Prepare, review, monitor, and manage the Outreach Program budget. **E**

Expand existing business opportunity programs targeted to small and emerging businesses. **E**

Research and analyze data for the Proposition S Outreach Program; conduct studies, create reports, and develop communications plan; develop engaging and informational campaign strategies for each phase of the Proposition S Construction Program. **E**

Develop appropriate communications media to communicate complex information to culturally diverse communities in the district, and act as a spokesperson to media, elected officials, and community groups. **E**

Develop and monitor compliance with policies and standards for engaging and reporting information to affected communities and the press pertaining to Proposition S. **E**

Coordinate community outreach meetings and special events pertaining to the Proposition S Outreach Program, promote existing and new construction programs and policies, and actively seek key community members' participation in the district's Proposition S Construction Program. **E**

Analyze and interpret provisions of federal and state regulations and the Education Code relative to community outreach. **E**

Develop reports for the Board of Education and Independent Citizens Oversight Committee (ICOC), and advise the Executive Director, 2008 Capital Bond Improvement Program, on outreach strategies and Outreach Program outcomes. **E**

Perform related duties as assigned.

MINIMUM QUALIFICATIONS:

EDUCATION AND EXPERIENCE:

A combination of training, experience, and/or education equivalent to graduation from a recognized college or university with a major in business, public administration, or related field and five years of progressively responsible experience involving business development strategies, outreach programs, community relations, and media communications.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

- Organizational development principles and practices.
- Modern theories, techniques, and methodologies of community engagement and workforce development.
- Applicable laws, codes, regulations, policies and procedures pertaining to Proposition S.
- Budget preparation and control.
- Principles and practices of business administration, supervision, and training.
- Presentation, communication, and facilitation techniques to promote collaboration.
- Correct English usage, grammar, spelling punctuation, and vocabulary.
- Diverse cultures in the community.
- Interpersonal skills using tact, patience, and courtesy.
- Methods of statistical analysis and report writing techniques.
- Operation of standard office equipment including computers and assigned software.

ABILITY TO:

- Provide leadership and direction in assigned functions.
- Plan, organize, and administer community business outreach and workforce development programs.
- Analyze, evaluate, and apply data to measure the effectiveness of district outreach programs.
- Establish and maintain cooperative and effective working relationships with all levels of district staff, business communities, city and county agencies, and the general public.
- Operate standard office equipment, microcomputers, and related software application programs.
- Prepare presentations; provide training, and use facilitation skills.
- Maintain statistical records and prepare comprehensive, highly complex reports.
- Analyze situations accurately and adopt an effective course of action.
- Plan and organize work to meet schedules and time lines.
- Communicate effectively verbally and in writing.

WORKING CONDITIONS:

ENVIRONMENT:

Indoor office and outdoor settings; driving to various locations.

PHYSICAL RRQUIREMENTS:

Hearing and speaking to exchange information in person and on the telephone; seeing to read, prepare, and proofread documents; sitting or standing for extended periods of time; dexterity of hands and fingers to operate a computer keyboard and other office equipment; kneeling, bending at the waist, and reaching overhead, above the shoulders and horizontally, to retrieve and store files and supplies; lifting light objects.

Job Code 1686

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