



## JOB DESCRIPTION

<b>JOB TITLE:</b> Customer Account Executive	<b>FLSA:</b> Exempt
<b>Department:</b> Continuing Education	<b>Date:</b> 5/19/2015
<b>Security Sensitive:</b> Yes	<b>Grade:</b> C-42
<b>Reports To:</b> Director of Continuing Education	

### **Job Summary**

Under the direction of the Director of Continuing Education the Customer Account Executive is responsible for planning, developing and implementing market strategies to secure contract-training agreements with business and industry, governmental agencies, and professional associations in the Galveston College district service area. Conducts needs analysis for business and industry and develops customized training courses and programs. Markets, sells, promotes, and offers a variety of customized courses and seminars designed to develop, enrich and train the community's workforce.

### **Essential Functions**

- Prepares, negotiates training contracts with customers to establish a schedule of courses, times, dates and costs;
- Works as a member of a workforce development team responsible for a comprehensive approach to corporate community college services which meet the needs of corporate workforce training;
- Provides project leadership and supervision to assure that the mission of workforce development and educational excellence of the College meet the corporate needs of the community;
- Provides leadership and vision for identifying the needs of an ever-changing market place and provide the vision of the College into the corporate workplace;
- Assesses the occupational and educational skills training needs of the corporate clients;
- Develops outcomes-based criteria that demonstrates skills-based enhancement and cost effectiveness to the corporate community;
- Recruits and evaluates staff and instructors;
- Ensures implementation, supervision, quality assurance and evaluation of programs;
- Develops schedule of course offerings consistent with student needs, approved courses, contact hours and CEUs. Review and prepare semester schedules and other appropriate documents;
- Responsible for on-going activities critical to the program such as instructor assignments and load, student recruitment, student advisement, placement and follow-up, industry/employer relationships, staff meetings;
- Maintains liaison with funding agencies and local Workforce Development Board to implement legislative change to workforce development policies;
- Actively promotes relationships with funding agencies and the local Workforce Development Board to service clients and increase enrollment;

- Participates on pertinent advisory committees, district-wide task forces and committees, college strategic planning meetings, Management Forum retreats and meetings and appropriate institutes, conferences and seminars assuring that recommendations are appropriately addressed;
- Maintains confidentiality of information exposed to in the course of business regarding students, supervisors or other employees;
- Contributes to a safe educational and working environment by participating in all drills and training and being prepared to take action should a health or safety emergency occur;
- Requires the kind of teamwork, supervision, and personal interaction, that cannot be had in a home office situation; therefore, regular and predictable on-site attendance is a job requirement;
- Other duties as assigned.

**Minimum Education, Skills and Abilities**

- Bachelor’s degree in Business, Communications, Marketing, or a closely related field plus three years of experience in management, sales and/or promotional/advertising including supervision or an equivalent combination of education and experience;
- Skill in program development, evaluation, curriculum and proposal writing;
- Broad knowledge of general marketing, advertising and sales principles;
- Excellent interpersonal skills;
- Must be able to utilize computer technology to access data, maintain records, generate reports and communicate with others;
- Proven oral and written communication skills to interact with a wide variety of clients, general public, school district personnel, and prospective clients/students from diverse socio-economic backgrounds.

**Preferred Education, Skills and Abilities**

- Educational experience and Master’s degree preferred.

**Work Environment**

- Works primarily in a climate controlled environment with minimal safety/health hazard potential. Mobility within an office and field environment.

**Special Requirements**

- Subject to a criminal background check prior to employment.

NOTE: The above statements are intended to describe the general nature and level of work being performed by the person assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, skills and physical demands required of personnel so classified.

APPLICANT: Are you capable of performing in a reasonable manner the activities involved in the job or application for which you have applied? \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date