

DIRECTOR DIGITAL MEDIA CENTER

CLASS SUMMARY

Serves as the primary manager for the RSCCD Digital Media Center, developing, implementing, and updating the plan for the facility, including the direct management of the digital media business incubator, overall facility management, and facilitation of interaction with other facility educational functions. Job description, contract, and evaluation for incumbent will be reviewed and potentially renewed annually to reflect changing needs of the DMC.

REPRESENTATIVE DUTIES

Assumes primary responsibility for the Digital Media Center facility, all operations of the digital media/technology incubator and its interface with other facility functions. Primary responsibility for the success of the DMC is assigned to this director. Develop and implement incubator activities and programs, including: 1) developing an incubator program plan for the recruitment and nurturing of entrepreneurial businesses to reside in the incubator; 2) recruiting, growing, promoting, and graduating incubated businesses; 3) obtaining support from corporate sponsors; 4) obtaining and facilitating support services for incubated businesses from appropriate partners and business services; 5) serving as the primary spokesperson for the DMC to its Advisory Group, potential donors, business leaders, news media, and economic development agencies; and 6) ensuring coordination and interaction among the programs and functions of the facility. Manages daily operations and provides primary coordination for facility maintenance, including technology support. Manages incubator budget. Establishes strategic partnerships with governmental, educational, business and industry, and community agencies and organizations.

ORGANIZATIONAL RELATIONSHIPS

This class reports to the Assistant Vice Chancellor of Educational Services and supervises DMC incubator staff. This incumbent also works with the DMC Advisory Group, other internal and external economic development and service providers, and the educational program providers of the college.

DESIREABLE QUALIFICATION GUIDE

Training and Experience

Any combination of education and/or experience equivalent to a master's degree in business management. Experience with business incubation, business start-up, and economic development programs is preferred.

Knowledge and Abilities

Good knowledge of: principles of supervision and management, marketing, leadership, record keeping, accountability and program documentation, business plan development and business plans, innovative program development, program budgeting and facility management.

Knowledge of: grant writing and management, digital media production, new technologies relating to media and business, production studios, mentorship, and higher education.

Ability to: provide leadership and team building for groups of professionals and new, innovative and synergistic programs; plan and implement programs; write clear and concise complex documents and reports; be an excellent communicator and public relations agent with the public; establish positive and effective relationships, partnerships, and fundraising; demonstrate outstanding organizational skills; supervise the work of others; work cooperatively with others and establish positive interpersonal relationships.