**TITLE:** Sales and Outreach Coordinator

**LOCATION:** Center for Workforce and Community Education (CWCE)
All campus locations

**REPORTS TO:** Associate Vice President, CWCE

**GRADE:** PSA 10; One-year grant-funded position

**WORK SCHEDULE:** 35 hours per week, Non-standard
Some evening and weekend work may be required.
Holidays on occasion

**SUPERVISES:** May supervise clerical staff, instructors, trainers

**JOB SUMMARY:**
To increase the capacity of CWCE to become the training provider of choice in the State of RI for contract training (i.e. fee for service) and other education services. The sales coordinator will be responsible for coordinating marketing and outreach efforts to establish a brand for CWCE including adult education, workforce training and leadership development and referral of prospective business opportunities to the targeted areas. High visibility in the public and private sector through networking and participation in local business related activities is required. Coordination with the Career Pathways Taskforce and the Governor’s Workforce Board staff is essential.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- With the approval and oversight of the AVP of CWCE, develop a strategic business plan with specific targets and goals for aggressive growth and expansion.
• Create and staff an advisory board to cultivate new relationships and to gather feedback from the business community.

• Develop innovative, career-focused marketing campaign in coordination with CCRI Marketing and Communications unit to develop awareness and visibility of CWCE consistent with the recommendations of the 21st Century Workforce Commission.

• Develop customized training programs for specific industry partners with collaboration from CWCE, Academic Affairs staff and the Career Pathways Taskforce.

• Work to build a culture of innovation and responsiveness to meet the current workforce development needs of The RI business community.

• Work with the coordinator of career pathways and representatives of the Governor’s Workforce Board to align job training and education programs to jobs that are in demand or likely to grow in the immediate future in RI.

**LICENSES, TOOLS AND EQUIPMENT:**
Personal computer, telephone, fax, and copying machines. Must have access to and use of own transportation.

**ENVIRONMENTAL CONDITIONS:**
This position is not substantially exposed to adverse environmental conditions.

**QUALIFICATIONS:**

• Bachelor’s degree in related field required; Master’s degree preferred.
- Required experience in outside sales and outreach.
- Must have experience working with representatives from business and industry (RI State agencies).
- Must be an energetic self-starter, comfortable working in a busy, diverse environment.
- Must be proficient in Excel and have experience in analyzing statistical data.