ROBERTS WESLEYAN COLLEGE

Job Description

Job Title
Director, Business Solutions Institute at RWC

Written
November, 2019

Reports to
Executive Director of Community Engagement

Status
Exempt; 11-month

Job Objective
Provide leadership and administrative oversight for the Business Solutions Institute (BSI) at RWC, including existing training and workforce development initiatives, as well as the development and implementation of new training and consulting initiatives.

Job Responsibilities

1. **Business Development: Develop new training/business solutions and funding streams.**
   a. Market Analysis: Conduct on-going environmental analysis to understand BSI training opportunities and competitive landscape. Implement research surveys as needed.
   b. Prospecting Activities: Explore and identify organizations with unique training needs and/or consulting/project needs.
   c. Research best practices in training and development solutions.
   d. Build strategic partnerships with Greater Rochester/Western NY community, government and business leaders to enhance the BSI and RWC brands and generate new business opportunities and alternative funding streams (grants, gifts, etc.).
   e. Serve on community and/or non-profit boards as appropriate, and as time permits.
   f. Grant Research and Development: In collaboration with RWC Advancement Office, research, identify, and submit relevant grant applications.
   g. Donor Development: In collaboration with RWC Advancement Office, cultivate potential donors.
   h. Maintain database of contacts from various organizations, businesses, municipalities, colleges or agencies, and cultivate as appropriate.
   i. Host one large business-related/workshop conference per year.
   j. Host leaders from the community to speak on-campus.

2. **Client Engagement: Manage development and delivery of training/business solutions.**
   a. Develop and Deliver Training: Director should be actively engaged with all clients, and appropriately integrated with trainer/consultant's activities as they seek to develop and deliver innovative solutions with excellence. In some cases, Director will need to manage project content from creation through delivery.
   b. Work with client organizations to successfully implement training/business solutions and measure their effectiveness.
   c. Observe and evaluate BSI trainers/consultants to ensure effectiveness and client satisfaction.
   d. Seek testimonials or other examples/evidence from clients they can be used in promotional materials/mediums.

3. **Administration: Provide administrative oversight of the Institute:**
    a. Strategic Planning: mission/vision, goals, objectives, and strategies
    b. Annual Planning: including outlook, goals, and budget development
    c. Identify, develop and leverage third party training development and implementation resources.
    d. Develop, evaluate and maintain support contracts including evaluating best business arrangements (lease, buy, resell, license content) with third-party vendors.
    e. Initiate and coordinate scheduling and staffing for BSI events and training initiatives.
    f. Recruit and select BSI trainers/consultants.
    g. Meet bi-monthly with BSI Advisory Board to provide progress report and seek input/guidance. [The board currently includes President's Cabinet rep, SoB Dean, SoB Faculty member, and one external business leader.]
    h. Move training curricula, or other materials, toward intellectual rights protection (e.g. copyright protection).
    i. Provide annual report to Executive Director of Community Engagement/BSI Advisory Board as to institute's performance metrics, planning, investment and quality control challenges, as well as supporting Strategy Map of the College.

4. **Promotion: Provide visibility of the BSI on campus and in the community.**
    a. Meet regularly with college and School of Business (SoB) leadership, faculty and administrative support teams to build strong partnerships and enhance individual relationships.
    b. Collaborate regularly and build strong relationships with RWC support departments such as: Marketing (web team/marketing), Advancement (especially strategic partnerships and grant writing teams), Finance (especial billing and budget support), IT Services (especially instructional technology), Enrollment Management (especially SoB Recruitment Manager), and Student Services (especially Career Services).
    c. Attend/participate in College and SoB events/activities as appropriate and as time permits.
    d. Pursue co-branding opportunities with the RWC School of Business.
    e. Speak at invited events, based on current and/or previous roles and responsibilities that have the potential to enhance/support brand BSI, SoB and RWC brands.
    f. Leverage social media tools to build a network/database of contacts (LinkedIn, Instagram, Facebook, etc.), market and promote BSI programs and offerings, and to identify potential opportunities.
    g. In collaboration with RWC Marketing Department, develop effective promotional strategies and marketing collaterals that help build the unique and independent BSI brand, but are consistent and strategically integrated with the SoB, other learning institutes at RWC and the College as a whole.

5. **Professional Development: Serve as a thought leader on training and business solutions.**
    a. Read and attend conferences/workshops to stay current on training vendors/consultants, training/support technologies, instructional strategies, delivery methods, as well as the industry education/training needs and hiring practices/trends.
    b. Publish articles or present at relevant conferences/workshops as opportunities present themselves.

Qualifications

Education and Experience:

The ideal candidate will have at least a master's degree in strategic leadership, business administration, marketing, OD, or a related field of study. In addition, we are seeking candidates who have 10 years or more of related experience.

Competencies:

- Outstanding leadership and administrative skills
- Ability to articulate and develop strategic plans and implement tactical steps to achieve the long-term plans
- Strong partnering and relationship-building skills
- Ability to understand customer needs and system capabilities; develop and present customized solutions
- Influencing skills
- Ability to identify and cultivate talented trainers
- Strong teamwork skills