



GADSDEN STATE COMMUNITY COLLEGE JOB DESCRIPTION

Ayers Campus	Created on: April 25, 2025 Revised on: May 15, 2025
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Job Title	Salary Schedule	Grade	Job No.
Community and Workforce Development Liaison	C3	N/A	
Reports To	FLSA Status	Grant Funded	Tenure Track
Dean of Workforce Development	Exempt	No	Yes

JOB SUMMARY: The Community and Workforce Development Liaison provides advising to current and potential CTE program students; integrating best practices to support increased retention and graduation rates, including credit momentum and connection to campus resources and opportunities.

- QUALIFICATIONS:**
- ◆ Bachelor's Degree or fifteen (15) years' experience working with the business community and with workforce initiatives **required**
 - ◆ Three to five (3-5) years' demonstrated experience in coordinating and scheduling activities between governmental and community entities **required**
 - ◆ Effective communication and interpersonal skills
 - ◆ A commitment to the teaching-learning process of the College and the open-door admission process

- DESIRED KNOWLEDGE, SKILLS, AND ABILITIES:**
- ◆ Proficiency in basic computer skills, including but not limited to Blackboard, Excel and Microsoft Office programs.
 - ◆ Ability to coordinate assigned activities
 - ◆ Ability to operate security cameras and keyless entry systems
 - ◆ Strong organizational and communication skills
 - ◆ Ability to establish and maintain effective working relationships with other employees and the public
 - ◆ Ability to maintain confidentiality of information
 - ◆ Ability to work a flexible schedule, including nights and weekends

- DUTIES:**
- CTE Advisor**
- ◆ Assist students with problem solving/college related issues such as encumbrances, tuition issues, computer accounts, registration, etc.
 - ◆ Collaborates and communicates with prospective students to provide a seamless transition into CTE

programs

- ◆ Conducts program information sessions on multiple campuses. Creates group advising modules that teach an in-depth understanding of curricular options and course planning
- ◆ Works with students to prevent/resolve academic transfer credit issues
- ◆ Strengthens relationships with strategic college partners such as admissions, student services, financial aid, and other institutions
- ◆ Performs clerical functions, including but not limited to: Coordinating content and assembly of information/application packets; and other areas assigned by the Dean of Workforce Development
- ◆ Works with Dean of Workforce Development to prepare reports for regulatory agencies as needed.
- ◆ Engage in online advising, thus a clean, well-kept professional appearance/dress code is expected.
- ◆ Monitors and evaluate students' educational progress by conducting academic progress audits as directed
- ◆ Establish and maintain effective working relationships with area schools and programs.
- ◆ Recruit prospective CTE students by but not limited to the following: making school visits and attending day/night and weekend college fairs, career days, community events and working with veteran organizations
- ◆ Respond to inquiries from prospective CTE students using, but not limited to, social media, telephone and e-mail inquiries
- ◆ Assist Technical Education faculty with Enrollment, Attrition and Retention issues/ including but not limited to, recruitment and retention of non-traditional (non-trad.) students in non-traditional programs
- ◆ Assist with short-term and long-range goals for recruitment and retention of CTE dual enrollment students
- ◆ Coordinate communication of CTE dual enrollment programs to high school counselors, students and parents
- ◆ Maintain database of on-site high school instructors involved in dual CTE credit classes
- ◆ Collaborate with guidance counselors to address student needs/issues when appropriate
- ◆ Assist with dual enrollment orientation for eligible CTE students

Community Liaison

- ◆ Under the direction of the Dean of Workforce Development, serve as a liaison to area businesses, industries, communities, and government agencies, thus fostering their awareness of the programs and opportunities available through the College
- ◆ Attend community organizational meetings/functions, serve on appropriate boards and develop partnerships to promote programs as directed by the Dean
- ◆ Facilitate outreach and recruitment efforts in the college's service area
- ◆ Serve as liaison to the Dean of Workforce Development to ensure communication and cooperation with community activities to support the advancement and welfare of the College in its communities
- ◆ Participate in local activities with the Chamber of Commerce to promote the College
- ◆ Coordinate and schedule activities between and among governmental and community entities and within the college service area in support of College based programs

Campus Liaison

- ◆ Plan campus events designed to develop and sustain positive community relations to include business, industry, secondary school systems, community and civic organizations.
- ◆ Develop and implement workshops, seminars, and recruitment activities including campus tours for prospective students
- ◆ Plan and implement student recruitment, enrollment, marketing, and orientation activities for students, including collecting and analyzing data relevant to recruiting, enrollment, and retention outcomes and evaluating overall program effectiveness
- ◆ Collaborate with college administration on capital facilities renewal, maintenance, security, activities for the campus, and report any issues to the appropriate administrator
- ◆ Collaborate with marketing and public relations to coordinate, prepare, and disseminate publications related to student clubs and student activities
- ◆ Collaborate with campus police and security to implement campus safety procedures
- ◆ Implement goals, objectives, policies, operating procedures and complete Unit Strategic Plan assignments and evaluate outcomes for the campus
- ◆ Maintain appropriate records and files related to campus operations
- ◆ Monitor and direct changes required for improvement on the campus
- ◆ Serve as the campus liaison to the President and cabinet members
- ◆ Address student complaints and concerns and communicate with appropriate administrators on all complaints

Other

- ◆ Serve on College committees as assigned
- ◆ Comply with all policies of the State Board of Education, the Department of Postsecondary Education, the College, and the Alabama Community College System (ACCS)
- ◆ Manage assigned budgets
- ◆ Perform other duties as assigned.

Note: The intent of this description is to provide a representative summary of the essential functions that will be required of positions given this title and should not be construed as a declaration of specific duties and responsibilities of any position. Employees will be assigned specific job-related duties through their hiring departments. Specific job-related duties assigned by hiring departments shall be consistent with the representative essential functions listed above and shall not be construed as expanding a particular position's role, scope, FLSA status, or grade.

Physical Demands and Work Environment:

The physical demands and work environment characteristics described below represent those that an employee may encounter and must meet to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform these essential functions.

Physical Demands:

- ◆ **Mobility:** Frequent walking, standing, and driving between campus locations.
- ◆ **Manual Dexterity:** This job requires repeated and coordinated use of your arms, hands, wrists, and fingers to sort and categorize mail. Regular use of standard office equipment, such as computers, printers, and copiers.
- ◆ **Lifting:** Ability to lift and carry materials weighing up to 35 pounds.
- ◆ **Communication:** Clear and effective verbal and written communication skills are essential.

Work Environment:

- ◆ Setting: Work may involve indoor and outdoor settings in varying weather conditions.
- ◆ Travel: Daily travel between campuses is required
- ◆ Schedule: Standard work hours are expected; however, flexibility is necessary to accommodate deadlines or program needs.
- ◆ Interaction: Regular collaboration with various departments, faculty, staff, and external partners.

**Reviewed by: Director of Human Resources
Dean of Workforce Development**

Employee Name:

Employee Signature

Date