

VICTOR VALLEY COMMUNITY COLLEGE DISTRICT

CLASS TITLE: DIRECTOR OF AUXILIARY SERVICES

BASIC FUNCTION:

Under the direction of an area administrator, plan, organize, and direct the operation and management of the district Auxiliary Services including district Bookstore, Student Health Center, Performing Arts Center, Student Activities Center, and the student activities program; an integrated fund-raising approach which supports the financial needs and long range development objectives of the foundation; direct and coordinate district asset management activities; coordinate all non-instructional facility use for internal and external customers; select, train, supervise, and evaluate Auxiliary Services staff; prepare and maintain the departmental budget.

REPRESENTATIVE DUTIES:

Plan, organize, and direct the operations and management of the district Auxiliary Services, including, but not limited to, campus bookstore, print shop, Student Health Center, Performing Arts Center, student activities center, and the student activities Program. **E**

Serve as director of auxiliary foundation and assist in developing and successfully implementing an integrated fund-raising approach which supports the financial needs and long range development objectives of the District and auxiliary foundation; plan, direct, develop, and successfully implement comprehensive campaigns to raise funds for a variety of foundation priorities, including but not limited to, annual campaign, planned giving, special events, major gifts, mail campaign, and capital campaign; design and implement development activities for annual and long-range fund-raising strategies. **E**

Participate in community events; develop and maintain effective relationships with current major donors, while systematically increasing the number of major donors. **E**

Identify potential fund-raising sources and expand the foundation's donor base; initiate contact with potential donors and develop appropriate cultivation strategies; develop a data base which includes current donors, prospective donors, community agencies and volunteers as well as accounting and acknowledgement system for donations and volunteers; direct the preparation of fund-raising proposals, special and routine campaign literature, solicitation materials and donor acknowledgement letters. **E**

Direct and coordinate District asset management activities including land and property leases; coordinate all non-instructional facility use for internal and external customer, including Performing Arts Center, gymnasium, planetarium,

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and campus grounds; secure contracts for use of off campus facilities for district scheduled classes. **E**

Plan, organize and direct the Performing Arts Center activities and calendar; coordinate the development of press releases, ticket sales, graphics and other promotional activities related to the Performing Arts Center; coordinate and direct ticket sales functions for all college events. **E**

Prepare and monitor the PAC budget; select, train, assign, supervise, and evaluate the performance of assigned PAC staff. **E**

Direct and oversee student body government administration, business, budgeting and scheduling functions; oversee the preparation and control of the ASB budget and monitor purchase order requests and expenditures. **E**

Supervise and direct student activities and functions; provide information and assistance to ASB and club members as needed. **E**

Assist students, staff, and faculty with a variety of Auxiliary Services, Student Activities Center, and bookstore needs, concerns, or questions. **E**

Select, train, assign duties, supervise and evaluate auxiliary services staff. **E**

Direct and coordinate the preparation of bids, RFPs and negotiation of contracts of vendors for the Student Activities Center food court and the vending machines on campus; assure that student, faculty, and staff food service needs are fulfilled and that vending machines are stocked with adequate inventory and are maintained in proper operation; notify vendor of needed repair and to discuss issues, complaints and questions. **E**

Prepare, maintain, and manage the auxiliary departmental budgets according to established procedures and guidelines; direct the fiscal procedures for the Student Activities Center and bookstore and monitor cash control systems. **E**

Assure the bookstore and student activities center accommodates disabled customers. **E**

Assure proper security of the Bookstore. **E**

Participate on District committees as assigned. **E**

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

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KNOWLEDGE OF:

Organization, policies and procedures of the foundation.
Automated ticket systems and personal computer for data management, word processing and financial analysis.
Standard and technical theater operating procedures, including box office, house management and technical support.
Marketing, public relations and media relations skills.
Modern methods and equipment used in operating auxiliary services department, including an educational bookstore and student activities center.
Policies, rules and regulations affecting auxiliary services.
Applicable state and federal laws, codes, rules and regulations affecting auxiliary services, student activities programs, asset management, preparation of bids, RFPs and negotiation of contracts.
District operations, policies and regulations.
Philosophy, objectives and goals of effective student activities programs.
Principles and techniques of retailing including pricing, merchandising, planning, stock and inventory control, display and promotion.
District methods and standard methods and practices used in purchasing retail merchandise for resale.
Fund development methods and activities employed in an academic setting; specifically annual campaigns, capital campaigns, endowments, major gifts, deferred giving, pooled income accounts and special events.
Legal and fiscal factors related to public foundations.
Donor tracing and recognition systems, such as computerized donor data base systems.
Principles and practices of training and supervision.
Principles of business management.
Merchandise systems and controls.
Budget preparation and control.
Security methods in a retail environment.
Interpersonal skills using tact, patience and courtesy.
Clerical and financial record-keeping methods.
Modern office practices, procedures and equipment.

ABILITY TO:

Plan, organize and direct the operation and management of the auxiliary services.
Direct and oversee student activities programs, government administration, business, budgeting, and scheduling functions.
Provide guidance and direction to ASB and club officers.
Plan, organize, direct and coordinate the resource development functions of the foundation.
Prepare and deliver oral presentations.
Prepare bids, RFPs, and negotiate contracts according to applicable rules, regulations, and requirements.
Maintain current knowledge of program rules, regulations, requirements and restrictions.

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Coordinate Performing Arts Center Calendar.
Coordinate development of press releases, ticket sales, graphics and other promotional activities related to the Performing Arts Center.
Coordinate ticket sales activities for other campus events.
Estimate and project bookstore and student activities center expenses and profits to promote and maintain on-going cost-effectiveness evaluation.
Review and analyze budget and financial records.
Maintain the appearance, cleanliness and safety of the bookstore and student activities center.
Analyze situations accurately and adopt an effective course of action.
Read, interpret, apply and explain rules, regulations, policies and procedures.
Communicate effectively both orally and in writing.
Assign and review the work of others.
Select, train, supervise and evaluate personnel.
Establish and maintain cooperative and effective working relationships with others.
Prepare and present oral and written reports.

EDUCATIOIN AND EXPERIENCE:

Any combination equivalent to: bachelor's degree in business administration or marketing and four years responsible experience in sales and marketing including two years in a supervisory or lead capacity.

WORKING CONDITIONS:

Bookstore and office, and Performing Arts Center environment.

Position requires sitting, standing, walking, bending at the waist, reaching, lifting, pushing, pulling and stacking books, climbing ladders, and seeing to audit shipments.