



PROGRAM MANAGER/HEAD COACH SOFTBALL

DEFINITION

Under general direction, provides leadership and oversight for the implementation and administration of programs, including grants and/or other projects; manages, coordinates, and provides leadership for the successful operations of state and federal programs; coordinates program services; works as a liaison with college departments, local schooldistricts, community leaders, and agencies/organizations which provide resources to students; ensures compliance with all federal and state program requirements; and performs related duties, as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from assigned supervisory management personnel. Exercises direct supervision over professional, technical, administrative support staff, and student workers.

CLASS CHARACTERISTICS

This classification is responsible for one or more programs related to ongoing District operations, initiatives, and services ensuring alignment with the attraction, retention, and academic success of students. Incumbents are responsible for designing, planning, implementing, evaluating, and modifying the program, including short- and long-term planning activities; preparing and implementing program budgets; supporting and analyzing programmatic practices and procedures; and developing and implementing recommendations for program operational or procedural improvements. Incumbents serve as a specialist, liaison, and advocate for the assigned program(s) requiring the use of initiative and resourcefulness, considerable independent judgment, and regular contact with program stakeholders.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Duties related to Head Softball Coach: Plan, organize, direct and monitor all activities of the intercollegiate Softball program including the recruitment, conditioning, training, practices, academic eligibility and athletic transfer preparation, and behavior/conduct of student athletes in the program; ensure compliance with all regulations, rules, procedures and policies for the program as established by the CCCAA, SCFA, and Victor Valley College; develop and monitor the program budget; promote Victor Valley College athletics in the community; maintain a close working relationship with local high school coaches.
- Organize and execute an aggressive recruiting program of district high school student-athletes.
- Actively participate and support high school visitations; individual contacts with the athlete and his parents; home visits; follow-up correspondence; campus visits by athlete; articulate recruiting activities with interested four-year coaches; communicate with all prospects informing them of registration procedures, admission testing.
- Coordinates marketing, advertising, and promotional activities for the Victor Valley College Athletics program including the writing, editing, design, production, and distribution of sports team media guides, programs, brochures, social media, and other print and electronic publications.
- Under the supervision of the Director of Athletics, coordinates sports media relations including information released to print, broadcast media, social media, and website in print and digital format; writes press releases and game stories, schedules interviews, and serves as athletic department

spokesperson for general media inquiries. Creates and maintains effective working relationships with members of the sports media; provides detailed sports results/stats and stories to generate media interest.

- Attends all intercollegiate athletic home events to track game scores and statistics; relates game events to the media and reports statistical information to the Conference, Southern California Football Association, and other applicable intercollegiate athletics organizations and agencies. Maintains current statistics, records, athlete lists, team rosters, alumni lists, scholar athlete and other information for each team.
- Develops, maintains and updates content for the intercollegiate athletics program website and social media.
- Serves as sports photographer or manage student worker sports photographers; coordinates and compiles photos of student athletes and coaches; takes team photos; media photos; takes action shots at games for publication; maintains sports photography portfolios.
- Performs marketing duties; develops volunteer support and participation in athletic program activities such as awards, scholarships, group meetings with coaches, High School night and ticket promotions; works with athletic directors and coaches to develop overall program and individual team fundraising plans and activities
- Actively and adequately fundraise and support athletic department functions.
- Serve as lead home contest administrator for all sports as necessary.
- Actively participate and support high school visitations, individual contacts with the athlete and his/her parents; home visits; follow-up correspondence;
- Maintain membership and participate in meetings at the local and state associations.
- Participates in the development and implementation of goals, objectives, policies, and priorities for the program; recommends within program policy, appropriate service levels and resources; recommends and administers policies and procedures.
- Participates in the selection of, trains, motivates, and evaluates assigned personnel; works with employees on performance issues; recommends discipline to management.
- Contact four-year coaches about present student-athletes who have a desire to attend their institution.
- Respond to correspondence and questionnaires from four-year schools and professional teams that request information about our student-athletes.
- Attends and participates in professional group meetings and various committees and advisory groups to provide input on program operations and student needs; stays abreast of new trends and innovations in the attraction, retention and success of students.
- Full-time head coaches shall be responsible for the following duties as assigned.
 - Game management
 - Assisting with new coach orientation/mentoring
 - Must be able to work evenings and weekends as work necessitates and as assigned.
- Works productively and cooperatively with others by demonstrating respect, patience and equitable treatment of all internal and external customers.
- Observes and complies with District and mandated safety rules, regulations, and protocols.

Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Applicable laws, codes, regulations, policies, and procedures, including California Community College Athletics Association (3C2A) bylaws and regulations and Title IX
- Operations, services and activities of an intercollegiate sport program
- Methods and techniques of leadership and management.
- Public relations principles and techniques.
- Interpersonal skills, using tact, patience, and courtesy.
- Educational and tutorial programs.
- Oral and written communication skills
- Principles and practices of administration, supervision, and training.

- Knowledge of rules, strategies, technologies and terminology related to public relations and marketing of intercollegiate sports
- Knowledge of principles and practices of media and public relations, community outreach, and fund development strategies.
- Knowledge of principles and techniques of establishing and maintaining positive public and community relations.
- Knowledge of correct English usage, grammar, spelling, punctuation, and vocabulary.
- Knowledge of emerging media and social media including Instagram and twitter.
- Ability to write clearly, accurately, and effectively in a variety of styles for memos, letters, reports, newsletters, news releases, fliers, brochures, ads, website pages, and other formats including social media
- Principles and techniques for working with groups and fostering effective team interaction to ensure teamwork is conducted smoothly.
- Principles and practices of leadership.
- Budget principles and practices.
- Principles and practices of employee supervision, including work planning, assignment review and evaluation, discipline, and the training of staff in work procedures.
- Community resources available to meet student needs.
- Methods and techniques of developing business, administrative and technical reports, correspondence and presentations.
- Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned areas of responsibility.
- Principles and procedures of record keeping.
- Techniques for effectively representing the district in contact with government agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- District and mandated safety rules, regulations, and protocols.
- Techniques of providing a high level of customer service by effectively interacting with students, staff, faculty, representatives of outside organizations, and members of the public, including individuals of diverse academic, socio-economic, ethnic, religious and cultural backgrounds, physical ability, and sexual orientation.
- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

Ability to:

- Develop and implement goals, objectives, practices, policies, procedures, and work standards.
- Provide administrative, management, and professional leadership for assigned programs.
- Prepare and administer budgets; allocate limited resources in a cost-effective manner.
- Select and supervise staff, provide training and development opportunities, ensure work is performed effectively, and evaluate performance in an objective and positive manner.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Work with community groups to provide services to students.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Conduct complex research projects, evaluate alternatives, and make sound recommendations.
- Understand, interpret, and apply all pertinent laws, codes, regulations, policies and procedures, and standards relevant to work performed.
- Effectively represent the department and the district in meetings with governmental agencies; community groups; various business, professional, and regulatory organizations; and in meetings with individuals.
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.

- Effectively use computer systems, software applications, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax. (one on one, group, and/or presentations)
- Demonstrate sensitivity to, and understanding of, the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds of community college students.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Education:

- Equivalent to a bachelor's degree from an accredited college or university with major course work in education, physical education, kinesiology, or a closely related field.

Experience:

- Five (5) years coaching experience at the collegiate level; preferably in the designated sport.

Licenses and Certifications:

- Possession of a valid California Driver's License, to be maintained throughout employment.

PHYSICAL DEMANDS

The position will continuously require the ability to communicate to conduct meetings, moving/lifting of equipment for set up of athletic events, community outreach activities, enforce compliance with regulations governing operations. The position will frequently exhibit the ability to stand, walk, and run during supervision of athletic events. The position will frequently exhibit the ability to sit and use fine manipulation to grasp and operate athletic equipment, use general office equipment, and operate a computer. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 75 pounds.

ENVIRONMENTAL CONDITIONS

Office environment, outside working environment, athletic training room campus and athletic event environment; subject to driving to a variety of locations to conduct work during day and evening hours. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.