

**Executive Director
Entrepreneurship and Workforce Development
Bakersfield College
Kern Community College District
JOB DESCRIPTION**

Definition

Under the direction of the College President or assigned supervisor, provide executive leadership for the Entrepreneurship and Workforce Development initiatives and the Bakersfield College Launchpad.

Example of Duties

1. Manage, coordinate, and provide strategic leadership for Entrepreneurship and Workforce Development initiatives within the district. This includes activities focused on engaging economic development stakeholders, fostering entrepreneurship, and supporting disadvantaged business enterprises.
2. Develop and implement a clear, impactful strategic plan aligned with the Bakersfield College Launchpad's mission and goals.
3. Oversee the design, implementation, and evaluation of entrepreneurship programs, ensuring they meet the needs of small businesses and stakeholders.
4. Ensure the quality and effectiveness of mentorship, funding, and other entrepreneurial resources by establishing clear performance metrics and regularly evaluating program outcomes.
5. Establish key performance indicators (KPIs) to track and report program outcomes.
6. Prepare and manage the department budget, ensuring fiscal responsibility and compliance with financial regulations.
7. Develop and execute a comprehensive fundraising strategy, including securing grants, sponsorships, and individual contributions.
8. Secure and manage resources, including grants and funding opportunities, to support entrepreneurship and economic development initiatives.

Examples of Duties (continued)

9. Build strategic partnerships with businesses, community-based organizations, educational institutions, and government agencies to enhance program reach and impact.
10. Foster relationships with entrepreneurs, alumni, and stakeholders to create a strong network of support and collaboration.
11. Recruit, develop, and manage a high-performing team dedicated to the mission of The Launchpad.
12. Establish and maintain effective operational policies, systems, and procedures to support the organization's growth and success.
13. Work closely with the Office of the President to provide updates, set priorities, and align on governance and strategy.
14. Guide and direct program staff in the execution of entrepreneurship program activities; evaluate staff performance.
15. Oversee the design, development, and implementation of entrepreneurial programs and initiatives.
16. Participate in the selection/hiring of staff/faculty and support staff; evaluate and recommend disciplinary action as appropriate; train and assign staff; provide performance evaluations.
17. Participate in advisory and collaborative partnerships with Chambers, economic development organizations, industry associations, community-based organizations, and other workforce intermediaries.
18. Provide technical assistance to enhance the capacity of the region and District to meet the needs of its students and the community.
19. Keep current on economic development, market trends, in the regional labor market by participating in industry conferences and workshops and by reading industry publications.
20. Maintain the reporting and accountability necessary to ensure that the Entrepreneurship and Workforce Development initiatives are meeting their fiscal and programmatic obligation.
21. Oversee branding, marketing, and communication efforts to increase awareness and visibility of The Launchpad's programs and services.

Examples of Duties (continued)

22. Advocate for policies and initiatives that promote entrepreneurship and small business development at the local, regional, and national levels.
23. Ensure compliance with all relevant regulations and policies while fostering a culture of innovation and entrepreneurship within the district's initiatives.
24. Perform other job-related duties as assigned.

Minimum Qualifications

- Master's degree in Business Administration, Entrepreneurship, Economic Development, Public Administration, or related field.
- Five years of full-time progressive leadership experience in entrepreneurship, workforce development, economic development, or related field.
- Demonstrated sensitivity to and understanding of the diverse academic, socioeconomic, cultural, ethnic, and disability backgrounds of community college students and employees.

Knowledge and Abilities

Knowledge of:

- California Community College economic and workforce development initiatives.
- Entrepreneurship and small business.
- Kern County priority industry clusters.
- Personnel procedures and skills in supervising and training staff.
- Modern office procedures, methods, and equipment.
- Adult learning theory.
- Technical assistance and support to entrepreneurs and small businesses.
- Project management tools.
- Entrepreneurship ecosystems, small business challenges, and economic development principles.
- Funding mechanisms such as grants, loans, and public-private partnerships.
- Local, regional, and national labor market trends, as well as regulatory requirements for small and disadvantaged businesses.
- Barriers faced by small businesses and disadvantaged business enterprises, such as access to capital, regulatory compliance, market entry, and workforce constraints.
- Navigating and managing grants, loans, and other funding opportunities tailored to small businesses and entrepreneurial ventures.
- Workforce services providers.

Knowledge and Abilities (continued)

- Accounting, budgeting, and fiscal reporting.

Ability to:

- Select, train, and evaluate assigned staff.
- Meet schedules and timelines.
- Work flexible hours, possibly including evenings and weekends.
- Effectively manage people, resources, and stakeholders.
- Establish good working relationships with a variety of individuals and organizations and facilitate inter-organizational cooperation.
- Learn College and District organization and applicable operations, policies, and procedures.
- Utilize internet research, computer spreadsheets and word processing, electronic mail, and spreadsheet programs.
- Analyze and prepare administrative reports, both narrative and statistical.
- Represent the College to outside individuals and agencies in the course of work.
- Participate in the preparation and administration of assigned budget.
- Communicate effectively both orally and in writing.
- Travel to meetings around the state.
- Demonstrate sensitivity to, and understanding of the diverse academic, socioeconomic, cultural, and ethnic background of community college students and personnel, including those with physical or learning disabilities.

Working Conditions

Environment: Office

Physical Demands: Incorporated within one (1) or more of the previously mentioned essential functions of this job description are essential physical requirements. The ratings in the chart below indicate the percentage of time spent on each of the essential physical requirements.

Seldom—Less than 25 percent = 1

Occasional—25-50 percent = 2

Often—51-75 percent = 3

Very Frequent—76 percent and above = 4

Working Conditions (continued)

Ratings	Essential Physical Requirements
4	Ability to work at a desk, conference table or in meetings of various configurations.
2	Ability to stand for extended periods of time.
4	Ability to sit for extended periods of time.
2	Ability to see for purposes of reading printed matter.
2	Ability to hear and understand speech at normal levels.
4	Ability to communicate so others will be able to clearly understand a normal conversation.
2	Ability to lift 10 pounds.
2	Ability to carry 10 pounds.
4	Ability to operate office equipment.

Status/Rationale

This is a classified administrator position.

Signatures / Approval

(Employee's Signature)

(Date)

(Supervisor's Signature)

(Date)

02/2025