

# MARIN COUNTY OFFICE OF EDUCATION CLASSIFIED POSITION DESCRIPTION

## BUSINESS EDUCATION LIAISON

### DEFINITION

Under supervision of the School-to-Career administrators, plans, coordinates, manages, and evaluates career exploration and development activities for students. The Business/Education Liaison works directly with students, teachers, counselors, school and district administrators to plan and develop career-related activities for students, teachers, and other site staff. The Liaison also recruits, trains, manages, and nurtures partnerships with local businesses and community organizations.

### TYPICAL DUTIES AND RESPONSIBILITIES

1. Develops specific career exploration and work-based learning opportunities such as career speakers, workplace tours, job shadows, field studies, and internships for students throughout Marin County.
2. Designs and implements student recruitment activities.
3. Conducts a variety of work-based learning activities for students, including screening, assessment for job readiness, career exploration and counseling, job preparation skills training.
4. Provides necessary support for successful student participation in STC activities, including required school district and Partnership documentation, transportation, workplace visits, communication between employer and students, and event evaluation.
5. Selects, places, supervises, and evaluates students in internship placements, and other STC activities.
6. Develops work-based learning opportunities for students by identifying and cultivating employer interest and participation in STC activities through regular contacts, including correspondence, presentations, site visits, and workshops, and the research of, and marketing to, prospective employers.
7. Provides problem-solving and follow-up activities to facilitate ongoing employer participation.
8. Participates in development and implementation of short and long-term Partnership plans and activities at assigned school sites.
9. Provides resources to parents, instructional and Career Center staff, community members, and employers.
10. Represents STC Partnership in a variety of school or community based activities, i.e. Back-to-School, Open House, Parent Clubs.
11. Represents STC Partnership to assigned community organizations such as chambers of commerce, service clubs, and business and trade associations.
12. Serves as STC Partnership contact and coordinator for assigned employers and organizations hosting student programs.
13. Provides support and resources to school district administrators, school site administrators and teachers developing school programs including career academies, pathways, courses and special projects relating to career education and work-based learning.
14. Develops forms and maintains necessary records of student participation; compiles, reports, and analyzes data documenting program and activities.
15. Performs a wide variety of other related duties requiring essentially the same effort, skill, and responsibilities when work responsibilities are changed or modified.

### MINIMUM QUALIFICATIONS

KNOWLEDGE OF: Human resource development, use of labor market information in career planning; learning theory and student counseling techniques.

ABILITY TO: Establish and maintain cooperative working relationships; Plan, organize, prioritize work; Communicate effectively, verbally, and in writing; Demonstrated leadership on start-up projects where creativity and resourcefulness were a key to success; Strong computer skills; Presentation skills for large and small group training and workshops; Work effectively with a wide range of students.

### EDUCATION AND EXPERIENCE

Any combination of education and experience providing the required knowledge and ability is qualifying. Typical qualifications would be equivalent to:

1. BA or BS degree in Business, Education or related fields.
2. Minimum of 3 years experience in business education and or/ community-work providing human resources services or direct services to students.
3. Possesses valid California Drivers License.