

**EAST VALLEY INSTITUTE OF TECHNOLOGY
JOB DESCRIPTION**

JOB TITLE: Marketing, Management and Entrepreneurship Instructor

DIVISION: School

STATUS: Full-Time/Exempt

DEPARTMENT: Instruction

TERM: 10 months

GENERAL PURPOSE: Under general supervision the Marketing, Management and Entrepreneurship Instructor will perform a variety of routine duties, as needed, to teach marketing and business education to students from different backgrounds, ethnicity, nationalities, gender, ages, religions, or disabilities in the classroom and in the lab, using a variety of teaching methods such as lectures, an on-and-off campus store enterprise, demonstrations, and using audiovisual and using audiovisual and technological aids to supplement the presentations. This instructor will design an innovative program that integrates marketing, hospitality and tourism, focusing primarily on the entertainment business and event management.

SUPERVISION RECEIVED: Marketing, Management and Entrepreneurship Instructor will be assigned to one of the established teams and will be directly supervised by a Team Leader.

SUPERVISION EXERCISED: None

ESSENTIAL DUTIES:

- ◆ Prepares performance-based objectives and outlines for course of study following curriculum guidelines, requirements of the school, and State and Federal initiatives; meets State and local performance measures.
- ◆ Develops annual goals for program improvement; revise and update program curriculum using performance based open entry/open exit individualized curriculum materials, as needed
- ◆ Organizes program of practical and technical instruction, including demonstrations of skills required in marketing, management and entrepreneurship, and lectures on theory, techniques, and terminology. The program will have a core curriculum of marketing, with advanced opportunities in entertainment marketing, hospitality marketing, and e-commerce; prepares outline of instructional programs and studies and assembles materials to be presented; develops and maintains a hands-on store enterprise; reviews with supervisor, as needed.
- ◆ Instructs students in subject areas, i.e., use, maintenance, and the safe operation of tools and equipment, codes or regulations related to Marketing, Management and Entrepreneurship program.

- ◆ Instruct students in the importance of accuracy, neatness, efficiency, resourcefulness and good work habits in obtaining employment in variety of office and administrative areas.
- ◆ Initiates purchase requisitions for supplies, materials, and equipment following district and the Arizona Department of Education (ADE) procurement policies and procedures; ensures preventive maintenance program for equipment is in place.
- ◆ Assigns lesson to students and corrects homework; administers tests to evaluate achievement of students in technical knowledge and practical skills; records results, and issues reports to students, school and to parents.
- ◆ Keeps records of daily attendance and student progress; reports to supervisor and the registration office per requirements of the District, school, and ADE
- ◆ Confers with team leader, team members, i.e. enrichment instructor, counselor, job developer, etc. to obtain additional information and to gain insight on student behavioral disorders affecting the learning processes.
- ◆ Presents subject matter to students, utilizing a variety of methods and techniques, such as lectures, discussions, or demonstrations; ensures use of classroom time is organized and that instruction and clean-up can be accomplished within the allotted time.
- ◆ Assists students, individually or in groups, with lesson assignments to present or reinforce learning concepts; responds to basic student questions; may initiate study groups in preparation for exams.
- ◆ Enforces classroom protocols, rules and regulations; maintains classroom discipline; utilizes effective classroom management techniques.
- ◆ Maintains a clean and orderly classroom and lab area; ensures that waste and byproducts are disposed according to Occupational Safety and Health Administration (OSHA) and Environmental Protection Agency (EPA) standards and procedures.
- ◆ Provides feedback to supervisor and co-workers regarding student progress and/or comprehension of course content
- ◆ Assists students to develop and implement effective study skills, practices and techniques.
- ◆ Assists students to develop and complete resumes, applications for employment, cover letters, etc.

- ◆ Assists job developers in the placement of students in internships or cooperative work experience.
- ◆ Develops and implements record keeping procedures that ensure proper documentation of action plans for success per requirements of supervisor; keeps and reports data required by funding agencies, i.e., attendance, progress, and competency based data for each student.
- ◆ Ensures confidentiality of all program records and student information.
- ◆ Develops a strong understanding of school policies and procedures, ADE requirements, etc.; upholds requirements and policies of the District.
- ◆ Develops and maintains an active program advisory committee; provides documentation of meetings, i.e., attendance reports and minutes of each meeting.
- ◆ Maintains relationship with the business community to ensure job training goals, objectives, and curriculum are aligned with current business standards and practices.
- ◆ Establishes effective and cooperative working relationships with EVIT staff while monitoring student progress.
- ◆ Attends meetings and training per requirements of the supervisor; participates in faculty and professional meetings, educational conferences, and professional development workshops.
- ◆ Participates on school committees as determined annually.

MINIMUM QUALIFICATIONS:

- ◆ Bachelor's or more advanced degree from an accredited university or college in Industrial Arts or Industrial Arts Education and 240 clock hours of verified occupational experiences in the specific trades to be taught; **OR**
- ◆ 6,000 clock hours of verified occupational experiences in the specific trades to be taught; **AND**
- ◆ Arizona Department of Education secondary or vocational certification in the area of instruction.

SKILLS, KNOWLEDGE, AND ABILITIES:

- ◆ Working knowledge of instructional theory, basic education principles, practices and methodologies, the developmental process, competency-based curricula, and general classroom and lab practices.
- ◆ Possesses good organizational skills; knowledge of record keeping procedures, including the ability to collect and organize data and information.
- ◆ Working knowledge of modern office practices and procedures, including applicable computer operations and software, i.e., Microsoft Office Suites, student record programs.
- ◆ Ability to establish and maintain appropriate level of authority as well as creating an atmosphere of support and confidence for students.
- ◆ Possesses effective written and verbal communication skills.
- ◆ Ability to develop effective working relationships with supervisors, co-workers, parents and students and the general public.
- ◆ Ability to work with youth (16-17 years old) and young adults (18-21 years old) effectively.
- ◆ Ability to work independently and to manage work assignments in a highly interpersonal contact environment.
- ◆ Ability to deal effectively with stress caused by workload, deadlines, and situations as they occur.
- ◆ Must be tactful, have good interpersonal skills and sound judgment

WORKING CONDITIONS:

The employee hired for this position will work a basic 40-hour workweek. Hours are typically 7:30 a.m. – 3:30 p.m. The employee may work evening hours, attending basic functions of the school, such as career fairs, Open House, Tech Fests, team meetings and other school-sponsored activities. 30 minutes are allotted for lunch. Instructional planning periods and scheduled meeting times is available between the hours of 10:35 a.m. – 11:25 a.m. and 2:35 p.m. – 3:30 p.m.

The employee will interact with many types of personalities and other individuals, i.e., family members or friends who may be angry, difficult or indifferent. All these factors may contribute to a stressful environment, and therefore, while this work may be satisfying, it can also be emotionally draining.

This position is eligible for paid Federal, State, and District approved holidays during the 10 – month working period.

Classroom and lab area will be provided for the Marketing, Management and Entrepreneurship Instructor, where students may work with the teacher individually or in-groups. A desk, computer workstation, printer, projector, and telephone are available for the employee. The employee may be exposed to dangerous chemicals or may operate hazardous equipment related to the training area.

Applicable Arizona Statutes pursuant to Title 15 (Education), Title 13 (Criminal), and Title 38 (Public Officers and Employees) prevail. Proof of immunization (*if born on or after January 1, 1957*) and fingerprinting shall be required of all employees.

I FULLY UNDERSTAND THE JOB DUTIES AND RESPONSIBILITIES THAT ARE OUTLINED ABOVE AND THAT HAVE BEEN DISCUSSED WITH ME BY MY SUPERVISOR.

Employee Signature

Date

Supervisor's Signature

Date