



**Orange County Department of Education  
Human Resources Department  
Classified Management Class Specification**

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**Manager, Inside the Outdoors School & Community Outreach**

**Class Code: 1642**

**Work Days: 225**

**GENERAL PURPOSE**

Secure new community partners, supporters, and clients for Inside the Outdoors programs; manage sales targets and enhance revenue growth; assist with the development and implementation of community outreach programs; and provide assistance to higher level management staff.

**SUPERVISION RECEIVED AND EXERCISED**

1. Receives direction from higher level management staff.
2. May exercise direct supervision over technical and clerical staff.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

*This position description is intended to describe the general nature and level of work being performed by an employee assigned to this position. This description is not an exhaustive list of all duties, responsibilities, knowledge, skills, abilities, and working conditions associated with this position. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.*

1. Recommend and assist in the implementation of goals, objectives, and strategic plan; establish schedules and methods for providing specialized services; and implement policies and procedures.
  2. Proactively find additional new clients for ITO Programs; work closely with management staff to develop and maintain target lists of prospects; and make targeted sales calls.
  3. Refine target audiences and make presentations to prospective partners, donors, and clients (e.g., schools, youth groups, PTAs, after-school providers, municipal partners, and foundations).
  4. Provide messaging feedback and recommend changes to marketing programs and sales messaging based on experiences and feedback from clients and prospects.
  5. Provide customer service and follow-up to existing clients.
  6. Research environmental education programs and maintain involvement in current and upcoming ITO programs.
  7. Collaborate with program administration to create community and marketing programs and recommendations in immediate and long-range planning and decision-making.
  8. Track and report the status of sales initiatives, clients, and prospects; develop and/or refine sales and cultivation strategies for future contacts.
  9. Demonstrate attendance sufficient to complete the duties of the position as required.
  10. Perform related duties similar to the above in scope and impact as required.
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## **QUALIFICATIONS (KNOWLEDGE, SKILL, ABILITY REQUIREMENTS)**

### **Knowledge of:**

1. Environmental education programs and the academic environment.
2. Principles of business development, including principles of sales and promotion.
3. Modern and complex principles and practices of sales and promotion strategy trends.
4. Project management.
5. Procedures, methods, and techniques of project and workflow management and organization.
6. Pertinent federal, state, and local laws, codes, and regulations.

### **Ability and Skill to:**

1. Plan, direct, and coordinate various projects.
2. Maintain resilience despite rejection or obstacles.
3. Effectively adapt and adjust program services to meet changing priorities and customer-specific needs.
4. Develop and present training materials.
5. Interpret the organizational and division strategic plan and create relevant goals and plans for assigned areas.
6. Establish and maintain effective working relationships with various constituencies.
7. Understand, interpret, and explain laws, codes, contracts, regulations, policies, and procedures.
8. Prepare clear and concise correspondence, reports, and other written materials.
9. Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.
10. Communicate clearly and concisely, both orally and in writing, in English; present information effectively in front of both large and small groups.

### **Education, Training, and Experience:**

A typical way of obtaining the knowledge, skills, and abilities outlined above is a bachelor's degree in business, public relations, marketing, or a related field and two (2) years of sales experience or an equivalent combination of training and experience.

## **PHYSICAL AND MENTAL DEMANDS**

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class.

### **Physical Demands**

Employees must be able to perform the essential functions of the position with or without accommodation. Employees in this classification must be able to travel countywide to a variety of sites within a reasonable time frame, read written and electronic materials, and communicate clearly with those contacted through the course of work (typically in person, on the phone, and via email); perform

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deskwork for extended periods; and access and operate all required equipment for job duties. The position may include occasional need to traverse uneven surfaces and move items weighing up to 25 pounds.

### **Mental Demands**

While performing the duties of this class, employees are regularly required to use written and oral communication skills; read and interpret information; analyze and solve problems; use mathematical reasoning; make observations; learn and apply new information or skills; perform highly detailed work; work on multiple, concurrent tasks with frequent interruptions; work under intensive deadlines and meet productivity requirements; and interact successfully with various groups of people encountered in the course of work.

### **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Employee typically works in an office environment that is fast-paced with variable pressure.