

CITY OF DALY CITY  
JOB SPECIFICATION  
EXEMPT POSITION

**CLASS DEVELOPMENT COORDINATOR**

**DEFINITION**

Under general supervision, the Class Development Coordinator will serve a key revenue producing function of administering the development, implementation and management of new and existing independent contractor classes, cultural arts classes/programs, and class site usage. The incumbent will also assist in the coordination and production of the seasonal Leisure Guide and perform other duties as required.

**EXAMPLES OF DUTIES**

Research, conceptualize, develop, and coordinate creation and delivery of revenue-producing recreational/cultural classes and programs, contracting with qualified independent contractors. Keep necessary contract and payment records. Maximize the revenue potential for class sites throughout the City, and oversee payments of instructors. Assist in the supervision and over-all production of *The Leisure Guide*.

**MINIMUM QUALIFICATIONS**

**Knowledge of:** Marketing and promotion of recreation classes, principles and procedures of selecting independent contract teachers, cultural resources and arts coordination, and brochure production.

**Ability to:** Organize independent contract instructors and classes, successfully meet and interact with arts professionals and patrons, and recruit, train and supervise brochure production personnel. Attend work and perform duties on a regular and consistent basis.

**Experience:** Two years of full-time experience in sales, marketing and promoting diverse classes in a service area similar in size and composition to Daly City's. Elementary, secondary or college-level teaching, professional desk-top publication, and work in or with a professional arts organization may also be qualifying.

**Education:** Completion of sixty (60) semester units from a college or university with specialization in Business, Marketing, Administration or a related field. A Bachelor's Degree from a college or university in Business, Marketing, Administration, or related field is desirable.

**License:** Possession of a valid Class C California Driver's License.