



Classification Description

Job Title: Director, Auxiliary Services

Pay Grade: Administrator

Job Code: 4117

FLSA Status: Exempt

Job Purpose

The Director of Auxiliary Services is responsible for the direction and overall operations of the College's Auxiliary Services including, but may not be limited to, campus card services (Buc Card), food and vending services, bookstore operations, student printing, administrative printing, events and conference services, central scheduling, management of the Suncoast Credit Union Arena, facility leases, and the Barbara B. Mann Performing Arts Hall.

The Director is responsible for the development and achievement of departmental goals and objectives, interpreting institutional directives, evaluating performance, and assuring that departmental operations comply with the strategic goals and vision of the institution. This position is also responsible for continuous process improvement through technological innovation, process change, or resource realignment efforts. This is a College Administrator on annual contract position.

General Responsibilities

Essential Functions

General Duties

Provides leadership and supervision to College-wide Auxiliary Services staff. Hires, supervises, trains, and evaluates assigned staff. Plans and conducts regular staff meetings. Ensures staff receive on-going, documented training on relevant areas.

Fosters a culture of service excellence and motivates staff to continually review administrative operations to ensure efficiency, friendliness, and timeliness of service.

Implements administrative procedures and systems to carry out departmental service-oriented objectives and College policies.

Participates in College and campus community relations by representing department at meetings and serving on committees as needed.

Directs and coordinates the retail and/or auxiliary enterprises that support the educational, social, cultural, and recreational interests of the College that meet students' needs and facilitate student development while generating revenue.

DIRECTOR, AUXILIARY SERVICES

Interprets and communicates administrative directives to assigned staff. Communicates departmental concerns to upper administration. Serves as liaison between vendors, customers, and/or College staff to resolve complex customer service issues, as well as maintenance and facility issues. Monitors preventive and routine maintenance schedules of College equipment and facilities used by vendors.

Oversees processes and communication/marketing campaigns between students, the administration, the community, and parents. Ensures all are well informed of services provided by auxiliary units and are given ample information and direction on how to utilize them. Provides direction and guidance in the development of social media connections, printed materials, web presence, and live presentations.

Provides ongoing two-way collaborative communication channels so that input from customer segments is heard and analyzed and new initiatives are discussed ensuring not only a visionary and innovative but also a responsive atmosphere in each unit and Auxiliary Services as a whole.

Ensures auxiliary business funds and associated processes are operating within College, local, state and federal regulations and laws. Develops, implements, and ensures adherence to Auxiliary Services policies and procedures.

Oversees the development of the campus card program and staff including, but not limited to, the addition of services, auditing of financial transactions, vendor accounts payable, student account reconciliation, marketing and technology.

Provides technical expertise and manages the implementation of technology in Auxiliary Services College-wide. Assists in identifying and automating processes using management systems.

Serves as functional administrator in the development and management of Resource 25 and CSGold.

Collaborates with:

- Institutional Research, Planning and Accountability to provide monitoring, complex reports and recommendations on College space utilization.
- The Budget Office to prepare and monitor the Auxiliary Services operating budget and Campus ID Card Budget.
- Finance and Accounting staff to prepare complex fiscal reports, i.e., projections for new operations, cost modeling for new and existing products and to insure compliance with state and federal laws, including relevant tax laws.
- Designated campus personnel to ensure appropriate management and oversight of Auxiliary Services at other campus locations.
- Facilities Planning in regards to the design and construction of new auxiliary operations.
- General Counsel in the development and review of contracts, liability and risk assessment as it relates to auxiliary operations.
- Instructional Technology in regards to the development and support of auxiliary services enterprise applications.
- Athletics in regards to game operations, athletic camps, and overall athletic use of athletics facilities.

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Contract Management

Supports the purchasing and procurement functions in the development and evaluation process for Invitations to Negotiate (ITNs) and Request for Proposals (RFPs).

Assures contract compliance with the terms and conditions of Auxiliary Services contracts in relation to operational items such as operating hours, merchandising, pricing, marketing, customer service, product quality and technology through document review, physical inspection and customer interaction.

Represents Auxiliary Services in a variety of contexts with organizations both internal and external to the College. Where auxiliary operations are contracted with a third party, acts as contract negotiator and contract manager to ensure that College interests are protected and services contracted for and provided meet the short term as well as long term strategic needs or FSW.

Determines and negotiates appropriate financial return for each operation. Identifies management staffing required and participates in the hiring of all key management hires. Facilitates campus integration and communication with all constituents. Guides space utilization and renovation plans to ensure facility enables top notch operations. Develops financial strategies to secure funds for all renovations. Works with students, parents, and other constituents to resolve conflict where the delivery of services or goods in contracted entities is inconsistent with their expectations or needs.

Negotiates campus beverage, vending and other product contracts. Researches product lines best suited for College retail operations, develops pricing and marketing strategies, negotiates financial reward for exclusivity provisions, monitors volume sales versus contract volume hurdle requirements, ensures proceeds are dispersed appropriately, works with company account managers to develop and monitor the success of sales channels and the efficiency of daily delivery and stocking services.

Ensures accurate financial reporting, timely sales/commission/reconciliation reports and payments, invoicing, chargeback, physical inventory and other tracking as required.

Collaborates with vendors to ensure continued development of programs, increased business growth and high levels of customer service to College community.

Coordinates/completes annual evaluations of vendors.

General Fiscal Responsibilities

Closely monitors department expenditures; forecasting, and reconciliations. Prepares and analyzes comprehensive evaluations/reports relative to the financial and operating performance of revenue operations.

Develops the short- term budget and long-term forecasts and financial plans for the Auxiliary Services department. Collaborates with the Assistant Directors of each auxiliary unit in the development of their individual unit financial plans to ensure divisional goals are understood and met.

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Audits vendor invoices for accuracy and communicates findings to the vendor and appropriate Auxiliary Services personnel.

Reviews and develops monthly financial reports recapping auxiliary services financial performance as compared to budgeted expectations.

Ensures that Auxiliary Service invoices are submitted to Accounts Payable with appropriate accounting information.

Monitors the recording of cash to ensure revenue is recorded accurately.

Planning–Auxiliary Services Department

Develops and monitors unit plans for Auxiliary Services.

Actively researches emerging and successful trends nationwide in auxiliary enterprise management, analyzes applicability and opportunity to innovate, and manages innovation processes.

Plans and manages the development of new operations, including research of potential business operations, development & cost modeling, and financial projections that would support the students and College.

Collaborates with Facilities Planning & Maintenance in the design, coordination, and management of construction projects.

Maintains national and regional association ties for benchmarking and networking purposes.

Develops and implements comprehensive surveys and compiles results to assess current services and identify new potential services.

Performs other duties as assigned.

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job-related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail in order to determine if she/he can perform the essential functions of this job with or without reasonable accommodation.

Knowledge, Skills and Abilities

Minimum Qualifications

Master's degree from a regionally accredited institution of higher education in a related area of specialization.

Two (2) years of full-time, professional work experience in contract management, business office operations, events management, financial management, or other related experience. Appropriate combination of education and experience may be substituted.

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OR

Bachelor's degree from a regionally accredited institution of higher education in a related area of specialization.

Four (4) years of full-time, professional work experience in contract management, business office operations, events management, financial management, or other related experience. Appropriate combination of education and experience may be substituted.

Demonstrated experience using a personal computer, office software such as MS Office and electronic mail.

Personal and educational philosophy compatible with the goals, objectives, and mission of the College.

Demonstrated ability to:

- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.
- Exhibit a thorough knowledge of policies, procedures, and outside regulations pertaining to the position.
- Possess a working knowledge of operational and fiscal analysis techniques.
- Take initiative and independently plan, organize, coordinate and perform work in various situations where numerous and diverse demands are involved.
- Anticipate, investigate, and analyze problems and address them proactively.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with faculty, staff, students and the public.
- Work in a fast-paced, demanding environment.
- Work independently and follow through on assignments.
- Exhibit solid organizational skills and be detail oriented.
- Work with a variety of constituencies and be willing to contribute to a team effort.
- Exercise discretion and good judgment at all times and in all contexts and maintain confidentiality.
- Work effectively with all constituencies of the College.
- Collect, organize, analyze and present information in a meaningful manner.
- Collaborate and be effective working with diverse populations.

Critical Skills/Expertise

All employees are expected to:

- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.
- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.
- Demonstrate the ability to respond to supervision, guidance and direction in a positive, receptive manner and in accordance with stated policies.

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- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action and attire.
- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicate and collaborate with others to achieve goals.
- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

Work Conditions/Physical Demands/Special Conditions

Physical: Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, walking. On occasion, incumbents may be required to lift 20 or more pounds.

Environmental: Normal general office.

Mental: Routinely requires the ability to interpret, analyze and perform critical thinking skills necessary.

Approved: July 18, 2023. Revised: February 21, 2024.