Outreach Specialist

BASIC FUNCTION:

Under the direction of an assigned supervisor, recruit new students and develop and coordinate recruitment and outreach plans and materials for prospective students and the community; initiate, coordinate and implement presentations to various groups; assist Articulation Officer in analysis, development, maintenance and communication of articulation.

REPRESENTATIVE DUTIES:

1. Initiate, coordinate and implement presentations regarding the College to high school students, administrators, counselors, parents, industry and community organizations including panel presentations, group presentations, one-on-one meetings and college information fairs, classroom presentations and application workshops.

2. Serve as liaison with high school administrators, counselors, faculty and the College to develop recruitment sources.

3. Develop recruitment strategies and write promotional materials such as brochures, speeches, videos, posters and newsletters for prospective students, parents, high schools, businesses and community organizations.

4. Provide information to prospective students, parents and counselors; create databases of prospective students who have written or telephoned requests for information regarding the college.

5. Plan, coordinate and host events both on campus and in the community for the overall marketing and recruitment direction of the College; schedule College visitations and other events.

6. Plan, coordinate and host new student orientation and summer registration events; assist new students in registering for classes.

7. Develop and maintain current articulation and curriculum sheets.

8. Promote student retention and success; prepare, update and provide accurate articulation information for retention and success of students utilizing the appropriate system.

9. Answer College counseling questions regarding articulation.

10. Oversee Minority Recruitment activities including developing promotional materials and strategies for prospective students as assigned.

11. Plan and administer the spending of the recruitment budget.

12. Operate a computer and related equipment and software; drive to various locations to conduct work.

13. Maintain current information of trends affecting general college enrollment and research data on high school and transfer enrollment.
14. Train and provide work direction student office assistants to help with recruitment projects.

15. Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

1. Policies, procedures and regulations pertaining to College programs, services and instruction.

2. Effective recruitment and outreach strategies and techniques.

3. Public relations and advertising techniques.

4. Purpose, policies and goals of a community college.

5. Modern office practices, procedures and equipment.

6. Operation of a computer and assigned software.

7. Graduation and transfer requirements and procedures.

8. Oral and written communication skills.

9. Articulation guidelines for development and maintenance of articulation.

10. Interpersonal skills using tact, patience and courtesy.

11. Public speaking techniques.

12. Diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of College students.


ABILITY TO:

1. Demonstrate understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, cultural, disability, religious background and sexual orientation of community college students, faculty and staff.

2. Recruit new students and develop and coordinate recruitment and outreach plans and materials for prospective students and the community.

3. Plan, organize and implement effective outreach and recruitment activities.

4. Prepare and deliver oral presentations.

5. Communicate effectively both orally and in writing.

6. Establish and maintain cooperative and effective working relationships with others.

7. Operate a computer and office equipment.

8. Meet schedules and time lines.
9. Plan and organize work.

10. Maintain current knowledge of trends affecting college enrollment.

11. Analyze and communicate articulation.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: Bachelor's degree in communications, public relations or related field and two years experience in college recruitment and public speaking.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

WORKING CONDITIONS:

ENVIRONMENT:

1. Office environment.

2. Driving a vehicle to conduct work.

PHYSICAL ABILITIES:

1. Hearing and speaking to exchange information and make presentations.

2. Dexterity of hands and fingers to operate a computer keyboard.

3. Seeing to read various materials.

4. Sitting or standing for extended periods of time.

5. Lifting, carrying, pushing or pulling moderately heavy objects.