

OUTREACH SPECIALIST

DEFINITION

Under supervision of an assigned supervisor/manager, plan, coordinate, organize and provide a variety of student services and information on college programs to facilitate recruitment and retention of students.

TYPICAL DUTIES

Explain college programs, enrollment process, and services to individuals and community organizations; provide referrals to students, staff and community organizations on college programs and procedures and seek information concerning the need for additional programs; work with college staff, faculty and administration to develop, organize, and coordinate activities and events that facilitate student orientation and outreach designed to promote recruitment efforts, such as first generation, former foster youth, undocumented students and other underrepresented populations; foster relationships with local feeder high schools, governmental agencies and community based organizations through in-person, written and electronic communication; coordinate Early Alert/Assistance program, and one-stop philosophy related to recruitment and matriculation efforts;. represent the college at community functions and organizational meetings; develop, organize, supervise and attend workshops, forums, conferences, and related college-sponsored events; assist in the development and/or selection of marketing and promotional materials, such as appropriate media packages, and interface with other college departments on marketing strategies; conduct orientation session and periodic training sessions and workshops for peer assistants, student ambassadors and student workers; assist in budget planning and maintenance; hire, train, and oversee student ambassadors and student workers; track student contacts to monitor services required and provide follow-up throughout the enrollment process; provide data for institutional research; perform follow-up studies and evaluations of outreach services; develop and maintain the outreach master calendar; perform related duties as assigned.

QUALIFICATIONS

EXPERIENCE

Two years of experience in a variety of student or community service programs.

One year of experience is equal to 12 months of experience at 40 hours per week. Applicable part-time experience will be converted to the full-time equivalent for purposes of meeting the experience requirement.

EDUCATION

Completion of a bachelor's degree from an accredited institution. NOTE: Additional qualifying experience may be substituted for up to two years of the educational requirement on a year-for-year basis.

One year of education is equal to 30 semester units.

KNOWLEDGE OF

Applicable policies, regulations, procedures and processes; applicable federal, state, and local laws and regulations; effective customer service skills; how to compose effective correspondence; the structure and

content of the English language including the meaning and spelling of words, rules of composition and grammar, and rules for letter and report writing; principles and practices of effective communication; how to train others to perform specific tasks; numbers, their operations, and interrelationships, including arithmetic at the level required to effectively perform the duties of the position; administrative and clerical procedures and systems, such as filing and recordkeeping techniques in a complex business environment; modern office practices, procedures and equipment; marketing strategies related to recruitment; procedures in the development and use of marketing materials.

ABILITY TO

Perform the essential functions of the position; sustain regular work attendance; work cooperatively and effectively with the public, students, faculty and staff; exercise initiative and mature judgment; interpret and apply applicable federal, state and local laws and regulations, District policies and regulations, and office processes and procedures; work as a member of a team; meet schedules and timelines; manage one's own time and the time of others; correctly follow a given rule or set of rules in order to arrange things or actions in a certain order; understand and effectively carry out oral and written directions; effectively communicate information and ideas orally and in writing based on the needs of the audience; read, write and perform mathematical calculations at the level required for successful job performance; be aware of others' reactions and adjust interpersonal skills accordingly; handle personal and private information with discretion; prepare routine correspondence independently; effectively learn and operate equipment and software related to the duties of the position; use of technology to effectively perform responsibilities, such as word processing, spreadsheets, databases and desktop publishing; adapt to changing technologies; work successfully with diverse populations.

TYPICAL EQUIPMENT USED (May include, but not limited to)

Current office technologies including computers, printers, faxes, telephones and copiers; other equipment common to the field to which the position is assigned.