TITLE: STUDENT OUTREACH SPECIALIST

BASIC FUNCTION

Under the direction of an assigned supervisor, the Student Outreach Specialist is responsible for the development, planning and implementation of an outreach/recruitment program to local schools, the community, visitors and special identified populations.

REPRESENTATIVE DUTIES:

Develop, plan, coordinate and carry-out a comprehensive student outreach/recruitment program including identification of “after-school” course offering needs, events and activities including, but not limited to, campus tours, open houses, high school senior days, and middle school outreach events.  

Serve as primary outreach contact person to local K-12 school districts, community groups and industry; provide a variety of information about the college to prospective students and staff at local schools, community organizations and industry.

Represent the college at feeder middle and high schools, a variety of pre-enrollment meetings and workshops, and college and career fairs.

Develop and update outreach brochures, pre-enrollment packets and flyers as needed; assure proper distribution of such to area schools and designated locations within the community.

Respond to written, e-mail, voicemail and verbal requests for information about the college, its academic and student programs, policies and services.

Collaborate with the college public relations, institutional advancement personnel and other staff in the creation of a recruitment plan for the outreach program and activities.

Communicate with prospective students and facilitate their admission to the college; advise students of admission policies and procedures; assist with registration of students.

Prepare the outreach/recruitment program budget.

Prepare and submit annual outreach/recruitment program goals and objectives and a variety of program reports.

Maintain inventory of office supplies.

Perform related duties as assigned.

Established May 2005
STUDENT OUTREACH SPECIALIST (continued)

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Education support services, policies and procedures
Recruiting and outreach strategies
Data collection and record keeping skills
Marketing and promotional skills
Interpersonal communication skills
Organization and planning skills

ABILITY TO:

Organize, plan, direct and implement comprehensive programs and services related to outreach and recruitment
Communicate college policy, services, and curriculum information to students, faculty and staff
Communicate effectively, both orally and in writing
Work with a diverse multi-cultural population
Understand instructions and deliver oral presentations to small and large professional groups and to citizens
To do research and operate equipment in the office and in the field

EDUCATION AND EXPERIENCE:

Any combination equivalent to a bachelor’s degree in psychology, education, liberal arts or related field and three years experience organizing and implementing a student recruiting/outreach program or other related student services program or instructional experience in an educational institution.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver’s license

WORKING CONDITIONS:

ENVIRONMENT:

Student Services Office environment
Traveling to local educational institutions and community events (homes, churches, community groups, etc.)

PHYSICAL ABILITIES:

Dexterity of hands and fingers to operate office equipment
Mobility to provide campus tours in various weather conditions
Hearing and speaking to conduct meetings
Ability to reach, using full range of motion to research in files