



TITLE: Outreach Specialist

CLASSIFICATION: Classified

SALARY GRADE: M

JOB DESCRIPTION:

Under general direction, participates in the delivery of outreach efforts to K-12 school districts and the community on behalf of the District; facilitates student engagement and access to student services, instructional programs and support systems; prepares promotional materials.

SCOPE:

The Outreach Specialist, Student Outreach assists in scheduling and facilitating K-12 and community outreach; serves as a liaison to schools, agencies, and organizations; assists with the on-boarding process and completion of success steps for prospective students; assists with data tracking and reporting, budget and office administration.

KEY DUTIES AND RESPONSIBILITIES:

Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.

1. Assists in scheduling and participates in outreach, recruitment, and student success activities.
2. Participates in developing and facilitating activities for special events.
3. Serves as a liaison to schools, community agencies, and organizations.
4. Develops and maintains web pages and outreach materials.
5. Facilitates access to educational programs and support services provided by the District to K-12 school districts, English Language Learners, community agencies and partners.
6. Assists in researching, developing, and maintaining programmatic relevance related to trends and shifts in student demographics; gathers data and assists in preparing reports related to outreach activities, enrollment, and high school yield rates.
7. Assists with the on-boarding process and completion of success steps for prospective students including Dreamers, Foster Youth, students in categorical programs, community members, students in the K-12 school system.
8. Arranges campus tours and visits for K-12 educational partners and community agencies.
9. Works collaboratively with District faculty and staff, school districts and community partners.
10. May supervise and organize the work of student assistants or short-term, non-continuing employees.

ABILITY TO:

Demonstrate effective presentation skills; oversee group activities; interpret and apply the rules, regulations, and policies of the District; follow oral and written directions; assist with event planning; maintain effective and cooperative working relationships; communicate effectively orally and in writing (Bilingual English/Spanish preferred); apply problem-solving skills; demonstrate sensitivity to, and respect for, a diverse population.

KNOWLEDGE OF:

Issues relating to traditionally underrepresented populations; general policies and procedures for assisting undocumented students; college recruitment and marketing techniques; District policies, procedures, academic programs and courses; core student success services and other student service programs; effective human relations skills; standard office productivity software.

QUALIFICATIONS:

Candidates/incumbents must meet the minimum qualifications as detailed below, or file for equivalency. Equivalency decisions are made on the basis of a combination of education and experience that would likely provide the required knowledge and abilities. If requesting consideration on the basis of equivalency, an Equivalency Application is required at the time of interest in a position (equivalency decisions are made by Human Resources, in coordination with the department where the vacancy exists, if needed.)

EDUCATION:

Associate's degree. Bachelor's degree preferred.

EXPERIENCE:

Some (1-2 years of full-time equivalent) experience working with traditionally underrepresented populations.

PREFERRED:

Some (1-2 years of full-time equivalent) experience working in community college and/or K-12 settings and with community agencies.

LICENSE OR CERTIFICATE:

This classification requires the use of a personal vehicle while conducting District business. Must possess a valid (Class C) California driver's license and an acceptable driving record. Incumbents may be required to obtain District certification to drive 12-passenger vans.

SPECIAL REQUIREMENTS:

Position requires frequent travel to various area high schools, organizations, and community organizations. Must be able to perform physical activities such as, but not limited to, lifting heavy equipment (up to 50lbs. unassisted), bending, standing, climbing, crawling or walking.