

Director, Community Outreach

FLSA Status: Exempt

Pay Grade: 17

Job Title ID: 12054

Job Series/Job Family: Student Support & Success Series / Student Recruitment & Success Family

Reports To

Associate Vice President, Student Success

Job Purpose

To create and coordinate community outreach opportunities that increase awareness and support for the College's programs and services.

Description of Duties and Tasks

Essential duties and responsibilities include the following. Other duties may be assigned.

Required

1. Creates and coordinates the execution of Hip Hop Into College event in the fall and spring.
2. Creates and maintains partnerships with churches, schools, universities, school districts, and community organizations to increase enrollment, especially with under-served populations.
3. Creates and coordinates the execution of workshops, tours, and presentations for churches, schools, and community organizations.
4. Represents the college at conferences, workshops, and weekend special events by speaking about the College's programs and services.
5. Maintains collaboration with the state higher education coordinating board to provide local access to visiting groups.
6. Sponsors clubs and creates opportunities to increase awareness, especially with under-served populations.
7. Develops and maintains appropriate records and databases. Maintains a follow-up system for prospective students and community stakeholders via follow-up letters and phone calls.
8. Provides information to community contacts and prospective students on admission requirements, financial aid opportunities, college programs, transfer options, and career opportunities.
9. Assists with developing and maintaining a tracking and monitoring system to evaluate recruitment strategies.

Knowledge

Must possess required knowledge and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.

Required

- College programs, services, and strategic directions.
- Multicultural education programs and systems.
- Student database systems.

Skills

Must possess required skills and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.

Required

- Maintaining an established work schedule, which may include evenings or weekends.
- Effectively using interpersonal and communications skills.
- Effectively using organizational and planning skills, including the use of attention to detail and follow-through.

- Compiling and analyzing data and producing reports.
- Effectively working with a diverse and multicultural student body.
- Working collaboratively.
- Establishing and maintaining effective working relationships
- Maintaining confidentiality of work related information and materials.

Computer Skills

Required

- Demonstrated proficiency using standard office software applications and prospect tracking and database systems.

Physical Requirements

Required

- Occasional lifting of objects up to 10 pounds
- Subject to standing, walking, sitting, bending, reaching, kneeling, pushing and pulling
- Work is routinely performed in office environments

Work Experience

Required

- Four years related work experience.

Preferred

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Education

Required

- Bachelor's degree in education, business, sociology, psychology, social work, or a related field.

Safety

Required

- Supervise safe operation of unit. Facilitate safety inspections. Take reasonable and prudent actions to eliminate identified hazards. Ensure employees receive appropriate safety training and foster a workplace safety culture.