CLASS SPECIFICATION
Outreach and Recruitment Specialist

FLSA Status: Nonexempt
EEOC Job Category: Office and Clerical
Union Representation: Represented

GENERAL PURPOSE
Under general supervision of the Director of Student Outreach and Recruitment, the Outreach and Recruitment Specialist will be responsible for representing the College at local K-12 schools, community organizations and the general public; plan, coordinate and participate in events and activities at local schools, coordinate campus tours and host day activities and respond to visitation and information requests from schools, groups, individuals and agencies in the community.

ESSENTIAL DUTIES AND RESPONSIBILITIES
The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

1. Coordinates, plans, develops, recommends and implements policies and procedures related to high school, middle school and elementary school outreach.

2. Works with K-12 schools, students, parents and community organizations to promote access to LBCC college programs and student support services; represents LBCC at school and community events, makes presentations to students, parent groups, agencies, and community organizations.

3. Develops partnerships and schedules routine visits to area elementary, middle and high schools, school districts, and community based organizations, as appropriate; publicizes and promotes LBCC programs and services in an effort to increase enrollment.

4. Coordinates campus tours, special events and host programs for individuals and a wide variety of educational and community organizations for the purpose of encouraging prospects and applicants to apply to and enroll at the college.

5. Coordinates outreach and recruitment efforts with relevant committees, departments, divisions and other campus programs; prioritizes, coordinates, and oversees outreach program activities to meet timelines; participates in student orientation and transition activities that prepare students to be successful in college.

6. Assists in the development and/or selection of marketing and promotional materials, including flyers, brochures, posters and multi-media presentations; interfaces with other college departments on marketing strategies.
7. Updates and maintains a Student Recruitment database of prospective students and applicants to provide follow-up services and/or referrals related to their enrollment needs; compiles data for reports and regular updates for the Director, and assists with assessment and program evaluation.

8. Hires, trains, and provides work direction to student workers, college advisors and other paraprofessional staff.

9. Performs related duties as assigned.

OTHER DUTIES:

1. Develops and maintains master Outreach and Recruitment calendar.

QUALIFICATIONS

Knowledge of:

1. Principles and procedures used in community college outreach programs.
2. Student recruitment and retention strategies and techniques.
3. Basic public information, public speaking, community relations, and marketing principles and practices.
4. Educational needs of historically underrepresented students.
5. Matriculation requirements and procedures at a community college.
6. College programs, student services, college and District policies and procedures.
7. Interpersonal skills using tact, patience, and courtesy.
8. Correct English usage, spelling and vocabulary.
9. Basic computer software used for word processing, spreadsheets, databases and presentations.

Ability to:

1. Participate in planning, developing, organizing, coordinating, implementing, directing and evaluating comprehensive outreach programs to attract, enroll, orient, assist and retain community college students.
2. Assist in developing, implementing, and evaluating public relations and marketing goals, objectives, policies, and procedures related to outreach.
3. Maintain current knowledge of student outreach, enrollment, matriculation, and retention programs for a community college.
4. Effectively work with faculty, staff, the general public, and community to assess and respond to their needs.
5. Work a flexible schedule, including some evenings and weekends.

6. Learn and apply district operations, policies, and objectives.

7. Learn and apply the philosophy, objectives, and policies of student services.

8. Learn, understand and explain college preparatory curriculum for high school students, college curriculum and regulations.

9. Exercise exceptional interpersonal and communication skills; strong organizational skills.

10. Manage multiple priorities.

11. Work effectively with diverse populations.

12. Communicate effectively both orally and in writing.

13. Operate office equipment including computers and supporting word processing, spreadsheet, database and presentation applications.

14. Plan, organize, and conduct group functions and meetings.

15. Travel within the service area of the District.

**Education, Training and Experience:**

A typical way of obtaining the knowledge, skills and abilities outlined above is graduation from an accredited two-year college with an Associate’s degree and two years of progressively responsible experience working in an educational setting with a diverse student population; or an equivalent combination of training and experience.

Bachelor’s degree is preferred.

Bilingual in Spanish is desirable.

**Licenses; Certificates; Special Requirements:**

A valid California driver’s license and the ability to maintain insurability under the District’s vehicle insurance policy.

**PHYSICAL AND MENTAL DEMANDS**

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Physical Demands**

While performing the duties of this job, the employee is regularly required to sit, walk and stand; talk or hear, both in person and by telephone; and reach with hands and arms. The employee must occasionally lift up to 25 pounds.

Specific vision abilities required by this job include close vision and the ability to adjust focus.
Mental Demands
While performing the duties of this job, an employee is regularly required to use written and oral communication skills; read and interpret data, information and documents; analyze and solve problems; observe and interpret people and situations; perform work on multiple, concurrent tasks; work with frequent interruptions; and interact with students, District management and staff, vendors and others encountered in the course of work.

WORK ENVIRONMENT
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

An employee works in a variety of student activity locations and may occasionally be exposed to loud or prolonged noise levels or work in outside weather conditions.