CLASS SPECIFICATION

Outreach Assistant

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

GENERAL PURPOSE
Under general supervision, plans, coordinates, organizes and administers outreach related responsibilities in support of all District programs including International Students, Summer Recreation program, Long Beach Unified activities, and Promise Pathways; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS
Outreach Assistant is responsible for overseeing and coordinating all the District’s outreach activities. The incumbent plans and coordinates Outreach events and is responsible for facilitating, coordinating and organizing recruitment efforts.

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 and implements policies and procedures related to outreach.

2. Coordinates, organizes and implements cultural activities and other international student outreach events such as but not limited to the International Student orientation.

3. Updates and maintains a student recruitment database of perspective international and promise pathway students.

4. Coordinates campus tours and special events with the purpose of encouraging prospects to apply to and enroll at the college.

5. Works with Long Beach Unified School District to coordinate, develop, plan and implement the fourth grade tours and other LBUSD activities.

6. Assists in the development and/or selection of marketing and promotional material including fliers, brochures, posters and multi-media presentations; interfaces with other college departments on marketing strategies; assembles and distributes marketing packets for the intention of recruitment.

7. Monitors and oversees the Promise Pathways, International Student and general Outreach web sites.

8. Promotes community involvement for the Summer Recreation program.

9. Assists in planning and coordinating Summer Recreation activities.

OTHER DUTIES
1. Maintains the International Student’s Event calendar.
2. Trains, supervises and evaluates the work of student assistants and ensures accuracy of work.

QUALIFICATIONS

Knowledge of:
1. Principles and procedures used in community college outreach programs.
2. Student outreach, enrollment, and matriculation for the International Student Program.
3. College-level recruitment and retention strategies and techniques.
4. Basic public information, public speaking, community relations and marketing principles and practices.
5. Principles and practices of sound business communication.
6. Standard business software, including word processing and spreadsheet programs.
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. Implement a comprehensive outreach program to attract, enroll, orient, assist and retain college students.
2. Work with district departments as well as student to carry out outreach program activities to meet department objectives.
3. Work a flexible schedule, including some evenings and weekends.
4. Organize and maintain a variety of records and files.
5. Communicate clearly and effectively, both orally and in writing.
6. Follow and apply written and oral instructions.
7. Operate office equipment including computers and supporting word processing, spreadsheet, database and presentation applications.

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 in communications, public relations, or marketing; or a closely related field, and two years of progressively responsible outreach experience in an educational setting; or an equivalent combination of training and experience.
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.