

College of the Redwoods

Position Description

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| Position: Outreach Specialist | Position Number: |
| Department: | FSLA: Exempt |
| Reports to: | Salary Grade: 116 |

Summary

Plans and provides outreach services, programs, and activities for the District. Provides technical assistance and information to students, staff and the public regarding College services, programs, policies and procedures..

Essential Duties and Responsibilities

- Initiate and develop contacts with district instructors, area high schools and other groups to provide outreach programs, presentations, and services.
- Participate in high school recruitment and retention activities as a representative of the District during evening hours or on weekends.
- Present outreach programs to small and large group audiences.
- Design, develop and maintain outreach programs and materials using current technology and marketing techniques.
- Participates in all phases of outreach.
- Assists with counter, phone coverage or other departmental duties as assigned.
- Performs other duties as assigned to support the overall objective of the position.

Qualifications

▪ Knowledge and Skills

- Marketing techniques, program development and program presentation.
- Proper English usage, grammar, spelling and punctuation.
- Understanding of student support services including EOPS, counseling/advising, disabled student programs, transfer, career development/employment, testing and tutoring.
- Problem solving and analytical skills, and in depth knowledge of the work flow requirements for the assigned area.
- Knowledge of different learning styles and the implications of these styles when

attempting to convey policy information to students and their parents.

- District admissions application process and basic FAFSA application requirements.
- District policies, procedures and programs.
- Designing presentations and materials for formal and informal groups.
- Proficient in using various standard office machines, including computers, word processing and spreadsheet applications as well as presentation software.
- Strong interpersonal, oral and written communication skills.
- Communication to convey technical concepts to others in both small and large group setting.
- Maintaining and meeting deadlines and flexible program schedules.

▪ **Abilities**

Ability to:

- Communicate effectively both orally and in writing.
- Collaborate effectively with college departments and cross-functional teams.
- Lead discussions and make presentations to large and small groups.
- Demonstrate initiative, creativity, team work, conflict resolution/decision making skills.
- Organize, retrieve, manage and present large amounts of informational details about college programs and processes.
- Demonstrate sensitivity to the needs and concerns of a diverse college population.
- Prioritize assignments and carry projects to completion.
- Work well under pressure; learn quickly.
- Maintain a flexible schedule with some evening and weekend shifts.
- Utilize a variety of computer software, including college data systems and internet

▪ **Physical Abilities**

Requires ambulatory ability to walk and stand during presentations. Requires the ability to

lift, carry and store lightweight objects (less than 20 pounds). Requires sufficient hand, arm, finger dexterity to operate computer keyboard and other office equipment. Requires visual acuity to read words and numbers. Requires speaking ability sufficient to make public presentations to large audiences, be heard over the phone and carry on routine conversations.

▪ **Education and Experience**

The position requires an Associates degree or the equivalent and two years of experience in a higher education setting. Additional relevant experience may substitute for education.

▪ **Licenses and Certificates**

Valid Driver's License