

STUDENT SERVICES OUTREACH SPECIALIST  
Student Services

OVERVIEW

Under supervision, represents the College to the public through the performance of outreach services to local high schools, community organizations, and the general public. Bilingual Spanish desired.

EXAMPLES OF DUTIES

- Conducts outreach presentations to groups of students, parents and educators.
- Provides general college and guidance information to prospective students.
- Develops and maintains effective liaison programs with area high schools and community based agencies.
- Conducts admissions application and financial aid workshops.
- Assists in developing recruitment materials.
- Conducts intake assessments of entering students and maintains student database.
- Maintains database of potential students.
- Compiles information for year-end reports.

MINIMUM QUALIFICATIONS:

Knowledge of:

- Diverse approaches to outreach and recruitment.
- Educational needs of historically underrepresented students.
- Outreach, recruitment, and marketing principles and strategies.
- Computer literacy; mainframe systems, various software applications e.g. Microsoft Office.

Ability to:

- Communicate effectively with members of diverse groups.
- Compile data and write reports.
- Develop and maintain cooperative relationships with school officials, parents, and members of local communities.
- Understand and carry out oral and written instructions.
- Perform record keeping tasks through computer database programs.

Education and Experience:

One year of experience working in an educational setting with a diverse student population. Associate degree or the equivalent preferred. Bilingual Spanish desired.