

**San Jose · Evergreen Community College District
Classified Job Description**

Position: Outreach/Recruitment Coordinator

Department: Student Affairs

Location: EVC or SJCC

Date: 9/14/16

POSITION PURPOSE

Under the direction of the assigned administrator, coordinates all college outreach programs to prospective students via school visits, corporate calls, community and educational events; develops strategies and contacts for the promotion of the college; and provides support in pre-counseling and follow-up activities relating to individual students. Responsibilities may include providing training and technical or functional direction to hourly recruiters and student assistants. The position serves as the lead in absence of the assigned administrator.

KEY DUTIES AND RESPONSIBILITIES:

1. Develop and maintain a college-wide outreach calendar/plan with input from academic and student services departments and constituent groups.
2. In collaboration with the College administration and Marketing Director, coordinate college-wide outreach services that support the College's Enrollment Management Plan.
3. Initiate and organize outreach services to local schools, businesses, community or government based organizations, and the adult education community with the aim of promoting and growing credit and non-credit courses to this community.
4. Prepare and conduct program-specific and general college orientation, workshops, college information days, campus tours and visitations.
5. Research and recommend best practices or innovative recruitment opportunities.
6. Analyze data to determine outreach and enrollment trends and outcomes.
7. Plan targeted outreach for specific college programs and services; identify and recruit students who are eligible for those programs and services.
8. Coordinate recruitment, testing, admissions, and counseling to ensure effective intake process for potential and identified students.
9. Advise current and potential students regarding college preparation and entrance requirements.
10. Assist students in making applications; explain policies and eligibility criteria for the college student support programs such as financial aid.
11. Design promotional recruitment materials to be utilized departmentally and college-wide.
12. Create a plan for San Jose City College's 2021 Scholars initiative with a team and act as a staff lead person for the initiative.

13. Represent the college at community and outside organization functions including career days, special events and conferences.
14. Meet with educational administrators, counselors and teachers to exchange information and answer questions.
15. Prepare and deliver oral presentations regarding college academic programs and support services.
16. Maintain on-going relationships with all feeder high schools and religious and minority communities.
17. Respond to inquiries or complaints from program participants, community agencies or the public.
18. May advise deans, program directors of marketability of programs and curriculum.
19. Attend meetings, conferences and other related events which target potential students.
20. Monitor budget expenditures within assigned fund allocations.
21. Perform other related duties as assigned.

EMPLOYMENT STANDARDS

Knowledge of:

1. The use of social media and technology in recruiting and communicating with students.
2. College programs, schedules, admissions and academic requirements.
3. Methods and techniques of educational program marketing.
4. Techniques of student recruitment, program development, and evaluation.
5. Methods and techniques of academic advising; principles of effective public relations.
6. Assessing, planning and implementing a comprehensive recruitment program.
7. Effectively recruiting students for, explaining and marketing college academic programs.

Skills and Ability to:

1. Identify and follow up on new recruitment and marketing strategies and contacts.
2. Interpret and apply District and program policies, procedures, rules and regulations.
3. Prepare, analyze and implement appropriate recommendations related to college recruitment activities.
4. Evaluate and advise students on a variety of academic matters and supportive needs.
5. Communicate clearly and concisely, both orally and in writing.
6. Maintain a flexible schedule which may include evening and weekend work.
7. Work independently and exercise good judgment.

8. Write speeches and materials for publication that conform to prescribed style and format.
9. Present information to large groups of students, managers, and public.
10. Relate to and gain the confidence of a variety of low-income, non-traditional students involved or potentially involved in the outreach program.
11. Be sensitive to and understand the diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of community college students/staff.
12. Establish and maintain cooperative working relationships with those contacted during the course of work.

Experience and Education:

1. Bachelor's degree from an accredited college or university; and one year related experience or training in marketing student recruitment programs;
- Or
2. Associate's degree from an accredited college or technical school; and three years of related experience or training in marketing student recruitment programs.
 3. Demonstrated sensitivity, knowledge and understanding of the diverse academic, socioeconomic, gender, cultural, disability, and ethnic back of groups historically underrepresented, and groups who may have experienced discrimination.
 4. Success integrating diversity as appropriate into the major duties outlined in the job description and in the duties listed in the District's hiring policy; or demonstrated equivalent transferable skills to do so.

License or Certificate:

1. Possession of a valid California driver's license.

Board Approved: 9/13/16

Salary Range: 96

EEO Category: 2B3 – Technical/Paraprofessional