



OUTREACH SPECIALIST

BASIC FUNCTION

Under the direction of an administrator, provide supplemental academic guidance, career, and college exploration, college preparation workshops, financial aid assistance, and other related information to middle and high school students and the public in preparing for college. Performs a variety of focused and specialized recruitment and outreach activities aimed at increasing college enrollment and reaching diverse student populations; provide support services for high school participants and the public to assist them with high school graduation and enrollment with the goal of graduating from college.

DISTINGUISHING CHARACTERISTICS

This classification is responsible for independently performing professional and technical duties in support of the district's student recruitment and outreach programs. The incumbent in this classification performs duties in ensuring students have a smooth transition to college. The work requires extensive interaction with participants/students, in preparation for college. The incumbent must possess well-developed organizational skills and communication skills assisting students to enroll and achieve a college degree.

ESSENTIAL DUTIES & RESPONSIBILITIES

The following duties and responsibilities describe the general nature and level of work being performed. It is not intended to be restricted or construed as an exhaustive list of all duties and responsibilities required of individuals so classified.

1. Serves as a liaison and District representative to local high schools and universities; organizes information on attending college; coordinates and participate in recruitment visits; assists in the preparation of K-16 meetings and functions; maintains ongoing contacts with principals, counselors, and teachers.
2. Assist with mentors and tutors at high schools to ensure consistent delivery of services.
3. Assist with providing student workshops; attend parent school nights and related events; assist school counselors by introducing innovative ideas for college acceptance.
4. Plan and provide high school presentations for student recruitment including meetings with parents for eligibility verification, obtaining high school records, and reviewing documents with students.

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5. Provide outreach program services including after-school services to participants. Provide support to mentors and tutors at local schools to ensure consistent delivery of services in compliance with program policies and procedures.
6. Responsible for adequate preparation and evaluation of high school academic record for supplemental guidance and providing referrals to tutoring and available resources.
7. Provide information of assigned outreach program to students, staff, and community agencies. Inform participants and parents of their active participation in relation to the assigned program(s). Implement recruitment strategies to maintain student case load.
8. Assist with and facilitate educational/cultural fieldtrips and workshops, college preparation components, and summer activities including some weekends, as needed.
9. Attend and assist with staff meetings and training as needed. Maintain participant files in accordance with approved annual project objectives, federal guidelines, and policies.
10. Prepare various reports and documents as required by assigned outreach program(s).
11. Maintain track of senior graduation and college status to include financial aid, scholarship, and college applications; SAT/ACT Prep; and college enrollment and completion status.
12. Attend trainings, workshops, and conferences to maintain current and share best practices related to outreach program(s). Participate in meetings as assigned.
13. Assists with the development and maintenance of social media content, websites, brochures, posters, and other informational literature related to outreach program(s).
14. Provide training and supervision to students and temporary employees.
15. Perform other job-related duties as assigned.

QUALIFICATIONS

Knowledge Of:

- Federal, state, and local laws, codes, and regulations.
- District organization, operations, policies, and procedures.
- Modern office practices, software, procedures, and equipment.
- College preparatory curriculum for high school students.
- Financial Aid and enrollment processes
- Techniques of planning and marketing.

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- Academic support, student outreach, and retention programs.

Skills and Abilities To:

- Read, write, and communicate.
- Draft, proofread, and edit documents.
- Work independently with little direction.
- Operate office machines.
- Operate software and data systems.
- Meet schedules and deadlines.
- Problem solving.
- Perform independently and within a team.
- Work with and exhibit sensitivity to the diverse population of community college students.

Education and Experience:

An associate degree in counseling, social work, human relations, liberal studies, social science, career development, education or related field or combined equivalent experience of at least two years of relevant experience working in a student services area.

Certificates, Licenses, Special Requirements:

Certain assignments may require a valid California driver's license and the ability to maintain insurability under the district's vehicle insurance program.

Other Requirements:

Imperial Community College is committed to creating an academic and work environment that fosters diversity, equity, and inclusion and equal opportunity for all, and ensures that students, faculty, management, and staff of all backgrounds feel welcome, included, supported, and safe. Our culture of belonging, openness, and inclusion makes our district a unique and special place for individuals of all backgrounds. It is important that our employees' values align with our District's mission and goals for Equal Opportunity, Diversity, Equity, Inclusion, and Access.

WORKING CONDITIONS

Work Environment:

Duties are primarily performed in an office environment. Incumbents have extensive interactions with students. Frequent interruptions. Medium noise level. Demanding timelines. Some evening and weekend work may be required.

Physical Demands:

Long periods of sitting and keyboarding requiring repetitive hand movement. Speak clearly and distinctly for the purpose of providing information or over the telephone. Ability to stoop, bend, kneel, crouch, reach, and twist, and to lift, carry, and/or move objects weighing up to 25 pounds. Incumbents may coordinate and attend events at local high schools and other venues.

Vision: See in the normal visual range with or without correction. Hear in the normal audio range with or without correction.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this classification.

Mental Demands:

Making sound decisions and judgements to solve problems. Handle stress of meeting deadlines and demands of job. Communicate with others in fast paced environment.