

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

Position: Outreach/Recruitment Specialist

Department: Student Affairs

Location: EVC or SJCC

Date: 2/7/2022

POSITION PURPOSE

Under the direction of a Dean or assigned administrator, markets all college 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.

KEY DUTIES AND RESPONSIBILITIES:

1. Recruit students from corporate and educational institutions for all college recruitment-related data regarding the potential student population.
2. Coordinate with academic staff, student organizations and alumni to involve such individuals in their recruitment function.
3. Participate in the development, planning and implementation of recruitment marketing strategies to increase awareness of the college to potential students.
4. Design promotional recruitment materials to be utilized departmentally and college-wide.
5. Research and recommend innovative recruitment opportunities.
6. Represent the college at community and outside organization functions including career days, special events and conferences.
7. Meet with educational administrators, counselors and teachers to exchange information and answer questions.
8. Prepare and deliver oral presentations regarding college academic programs and support services.
9. Advise current and potential students regarding college preparation and entrance requirements.
10. Explain and recommend alternative strategies and programs.
11. Explain policies and eligibility criteria for the college student support programs such as financial aid.
12. Initiate and coordinate recruitment activities with those of other colleges, schools, departments, outside agencies and organizations.
13. Maintain on-going relationships with all feeder high schools and religious and minority communities.
14. Confer with and provide staff assistance and advice to higher level administrative management staff.
15. May advise deans, program directors of marketability of programs and curriculum.

16. Develop, prepare and present recommendations and reports as requested.
17. Assist in developing, planning and implementing goals and objectives as well as procedures related to educational relations, programs and activities.
18. Coordinate recruitment, testing, admissions, and counseling to ensure effective intake process for potential and identified students.
19. Identify and recruit students who are eligible for special program services.
20. Explain program services as well as academic programs and related administrative procedures.
21. Assist students in making applications.
22. Monitor student progress and standing.
23. Assist and advise students as necessary.
24. Attend meetings, conferences and other related events which target potential students.
25. Act as college liaison to high schools and other educational institutions, as well as corporate, community and governmental organizations.
26. Prepare and conduct program-specific and general college orientation, workshops, college information days, campus tours and visitations.
27. Research new sources of under-represented minority students and identify new strategies for recruitment.
28. Monitor budget expenditures within assigned fund allocations.
29. Perform other related duties as assigned.

EMPLOYMENT STANDARD

Knowledge of:

1. College programs, schedules, admissions and academic requirements.
2. Methods and techniques of educational program marketing.
3. Techniques of student recruitment, program development, and evaluation.
4. Methods and techniques of academic advising; principles of effective public relations.
5. Assessing, planning and implementing a comprehensive recruitment program.
6. 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. Respond to inquiries or complaints from program participants, community agencies or the public.
9. Write speeches and materials for publication that conform to prescribed style and format.
10. Effectively presenting information to large groups of students, managers, and public.
11. Relate to and gain the confidence of a variety of low-income, non-traditional students involved or potentially involved in the outreach program.
12. Establish and maintain cooperative working relationships with those contacted during the course of work.

Experience and Education:

1. Associate's degree or equivalent from a two-year college or technical school and one year related experience and/or training in marketing and student recruitment programs; OR three years of related experience and/or training; or an equivalent combination of education and experience.
2. Demonstrated sensitivity, knowledge and understanding of the diverse academic, socioeconomic, gender identity, sexual orientation, cultural, disability, and ethnic back of groups historically underrepresented, and groups who may have experienced discrimination.
3. 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, or ability to obtain a California driver's license.

Board Approved: 6/9/2008

Salary Range: 89

EEO Category: 2B3 – Technical/Paraprofessional