

**Director, Outreach Services**  
**Cerro Coso Community College**  
**Kern Community College District**  
**JOB DESCRIPTION**

## **Definition**

Under the general direction of the assigned supervisor, the Director of Outreach Services provides the leadership and direction to establish a comprehensive outreach program for Cerro Coso Community College.

The Director of Outreach Services develops, implements, and evaluates a college-wide outreach plan including academic and student success pipeline programs; recruitment and communication materials; outreach and presence at schools and community organizations.

The Director of Outreach Services develops, implements, and evaluates a college-wide outreach plan that supports the full student lifecycle, including academic and student success pipeline programs; recruitment strategies and communication materials; and outreach presence at schools and community organizations. This role also leads onboarding efforts to support a seamless transition from applicant to enrolled student, collaborates closely with the Enrollment team to provide coordinated retention support, and implements strategies that promote persistence and student success.

## **Examples of Duties**

1. Provide leadership to the college's outreach function, including student recruitment; develop relationships with K-12 districts and community entities from which potential students are or might be recruited; ensure a favorable image of the college through organized outreach campaigns and information dissemination; represent the college at off-campus functions and events as appropriate.
2. Plan, develop, organize, coordinate, implement, direct and evaluate the operations and activities of the assigned college's outreach efforts; identify and schedule outreach opportunities and advertising sites; maintain the calendar of outreach and promotional activities and events.
3. Prepare, maintain, collect, and compile statistical information and other data related to outreach, onboarding, and retention services provided to prospective and enrolled students, including tracking the number of students served. Utilize Navigate Recruit and other systems to track and monitor prospective students through the enrollment pipeline. Review and certify the accuracy of data concerning program participation; analyze and evaluate data to identify trends; and develop recommendations to improve recruitment, onboarding, and retention outcomes. Prepare reports and summaries of outreach activities, enrollment efforts, and student persistence initiatives.

4. Work with administrative leaders, management, supervisory staff, and faculty to coordinate high school outreach and broader community relations efforts; establish and maintain strong partnerships with K–12 institutions and community organizations to support student recruitment, onboarding, and retention. Develop and implement appropriate methods and procedures to ensure the efficient and effective delivery of outreach services that promote access for prospective students and support the persistence and success of enrolled students. Learn to utilize already implemented tracking mechanisms to assess return on investment (ROI) and proactively seek new and innovative ways to track data and measure outcomes.
5. Liaison with public information and marketing staff in establishing marketing plans related to outreach activities and services; assist public information and marketing staff in coordinating marquee recruitment announcements; assist in the development and evaluation of new or improved public relations and marketing goals, objectives, policies, and procedures related to area of assignment.
6. Coordinate activities to expand and enhance the student ambassador program and other student-related outreach and recruitment efforts.
7. Chair outreach and marketing task forces, such as Open Houses, Career Days, Counselor's Day, High School Advisory, Veterans Awareness Day and Parent Night; Serve as a member of the college Marketing Committee and other committees as assigned including those related to the accomplishment of outreach goals and those related to various events.
8. Participate in the development and implementation of new and innovative outreach and marketing activities, including the use of Navigate Recruit, Navigate texting, Ocelot Chat, email, and other proactive communication channels to engage prospective and current students. Support and coordinate financial aid workshops for parents and students; implement automated nudges and targeted outreach campaigns; collaborate with college faculty to integrate outreach efforts into classroom activities; engage SGA members in peer-to-peer outreach with high school leaders; and work with the college webmaster to enhance the website with timely outreach, recruitment, onboarding, and student support information.
9. Coordinate and oversee campus tours for visiting partners, ensuring tours are conducted professionally and provide a welcoming, informative experience for prospective students and their families. Under the direction of the Director, Outreach Program Coordinators will support the planning, scheduling, and delivery of campus tours to ensure consistency and quality across all locations.
10. Assist in the development and review of all outreach-related promotional materials intended for general distribution; research, recommend, coordinate the acquisition of, and maintain an inventory of appropriate college promotional giveaways and outreach items; select, order and secure all giveaways and oversee the storage, delivery and use of items.
11. Ensure the development and production of timely and accurate printed outreach materials; direct the distribution of brochures, flyers and other materials to publicize opportunities for students; work with the graphics department to develop, produce, and maintain an inventory of a variety of marketing and promotional items such as graphic designs and artwork, logos,

signs, posters, flyers, brochures, and other outreach materials.

12. Participate in local city associations and community events that support the college and strengthen community engagement, with an expectation of regular in-person attendance. Actively represent and promote the college to local citizens through meaningful, visible involvement in the community.
13. Make oral presentations to community members, students, parents, counselors, and professional colleagues at various gatherings, with an expectation of regular in-person engagement. Conduct workshops to provide specialized information regarding assigned outreach programs and related student services. Coordinate and lead Outreach staff and student workers in the planning and delivery of presentations, workshops, and events to ensure consistent, high-quality representation of the college. Represent the college at corporate education fairs and community- and business-sponsored events to actively promote outreach, recruitment, onboarding, and student support services.
14. Lead all aspects of personnel management for Outreach staff and student employees, including recruiting, hiring, onboarding, training, scheduling, assigning, supervising, mentoring, and evaluating a permanent classified Program Coordinators and a team of Student Ambassadors. Establish clear roles, expectations, and performance standards; ensure consistent coverage of outreach activities, events, and front-line services; and provide ongoing coaching and professional development. Coordinate daily operations and workflows, maintain accountability for staff performance, and foster a collaborative, student-centered team environment that supports recruitment, onboarding, and retention efforts.
15. Oversee the use and supervision of the Outreach van for all K–12, high school, and community events. Ensure proper scheduling, coordination, and utilization of the vehicle to support outreach activities; maintain compliance with college policies and safety requirements; and supervise Outreach staff and student workers assigned to operate or support van-related travel to ensure safe, professional, and effective representation of the college in the community.
16. Prepare, administer and oversee all budgets related to outreach, including preparations, recommendations and justifications regarding budget requests; authorize expenditures according to district policies and applicable regulations.
17. Serve as an integral member of the Enrollment team, collaborating with fellow Directors and departments across Enrollment Services to align outreach, onboarding, and retention efforts. structure to ensure outreach activities across departments are aligned, coordinated, and delivered with consistent messaging. Ensure efforts are strategically directed to appropriate target audiences to maximize effectiveness and support enrollment goals.
18. Collaborate closely with the Office of Equity and Inclusion to support and promote programs serving disproportionately impacted and special populations, including NASSSP, LGBTQ+, Umoja, UndocuSuccess, and other equity-focused initiatives. Develop and implement outreach strategies that increase awareness, access, and participation in these programs, while fostering a strong sense of belonging, community, and pride among students. Ensure efforts are aligned with institutional equity goals and contribute to the recruitment,

onboarding, and retention of diverse student populations.

## Minimum Qualifications

- Equivalent of Bachelor's degree from an accredited college or university with major course work in business or public administration, social sciences, liberal studies, communications, education, counseling, or a closely related field.
- Three years of increasingly responsible professional/management level experience in an educational setting that demonstrates administrative prowess and the ability to work with a diverse student body, and the initiative to develop and create new programs and collaborative services.
- Some demonstrated experiences with public relations, marketing, event management and/or sales.

### Desirable Qualifications

- Master's Degree.
- Bilingual Spanish/English writing and interpersonal communication skills.

## Knowledge and Abilities

### Knowledge of:

- Knowledge of procedures and operations of California Community Colleges.
- Knowledge of principles and practices of supervision, training, and evaluation.
- Knowledge of principles of public speaking, marketing, communications, or sales.
- Knowledge of interpersonal skills using tact, patience, and courtesy.
- Demonstrated ability to effectively interact with people of diverse socioeconomic and ethnic backgrounds.

### Ability to:

- Ability to envision and effectively organize and supervise the day-to-day operation of Outreach Services. Develop, implement, and assess outreach goals and outcomes.
- Ability to understand, communicate, and explain college programs and procedures.
- Ability to work independently and with initiative while creating new programs and opportunities.
- Ability to plan and organize work. Prioritize and schedule work; train and provide work directions to others.
- Ability to maintain records and prepare reports and procedural documentation.
- Ability to communicate effectively both orally and in writing.
- Ability to represent the college in a professional manner.
- Ability to establish and maintain collaborative and effective working relationships with a variety of college staff and community partners.

## Working Conditions

Environment: Office

Physical Demands: Incorporated within one (1) or more of the previously mentioned essential functions of this job description are essential physical requirements. The ratings in the chart below indicate the percentage of time spent on each of the essential physical requirements.

Seldom—Less than 25 percent = 1

Often—51-75 percent = 3

Occasional—25-50 percent = 2

Very Frequent—76 percent and above = 4

Ratings	Essential Physical Requirements
3	Ability to work at a desk, conference table or in meetings of various configurations.
1	Ability to stand for extended periods of time.
4	Ability to sit for extended periods of time.
4	Ability to see for purposes of reading printed matter.
4	Ability to hear and understand speech at normal levels.
3	Ability to communicate so others will be able to clearly understand a normal conversation.
1 or 2	Ability to lift 10 pounds.
1 or 2	Ability to carry 10 pounds.
4	Ability to operate office equipment.

## Status/Rationale

This is a classified administrator position.

## Signatures/Approval

\_\_\_\_\_  
(Employee's Signature)

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Supervisor's Signature)

\_\_\_\_\_  
(Date)

R: 4/2026