

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

## **Definition**

Under the general direction of the Vice President of Student Services, 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 shall develop and facilitate the outreach efforts of the college including core component of outreach such as participation in special events and college fairs; providing pre-collegiate programs and services (including as on-site enrollment assistance at local high schools and community agencies); offering campus tours, organizing special registration events, and developing a presence in the One Stop Student Services Center.

## **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, compile statistical information and other data related to outreach and matriculation services provided to potential and enrolled students and the number of students served; review and certify the accuracy of data concerning program participation; analyze and evaluate data, identify trends and develop recommendations for improved services and outcomes; prepare statistics and reports of outreach activities.
4. Work with administrative leaders, management, supervisory staff and faculty to coordinate high school outreach and other community relations efforts; develop and implement

appropriate methods and procedures to optimize efficient and effective delivery of outreach services to recruit potential students and to retain enrolled students.

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 member to SSSP 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 marketing activities, such as: use of on-line dissemination of information systems such as text, email, Face Book, and other social networking sites; financial assistance workshops for parents/students; automated nudges to present and potential students; liaison with college faculty to develop methods for students to contribute to outreach campaigns through classroom assignments; outreach by SGA members to high school leaders; work with the college webmaster to provide outreach, recruitment, and guidance updates and enhance the college website.
9. Lead campus tours of visiting partner while ensuring that campus tours are conducted professionally by students and staff for prospective students and their parents.
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 that support the college and community events and may promote the college to local citizens.
13. Make oral presentations to community members, students, parents, counselors, and professional colleagues at various gatherings; conduct workshops to provide specialized information regarding assigned outreach programs and related student services; represent the college at corporate education fairs and community and business sponsored events, to promote college outreach and recruitment programs and related student services.

14. Recruit, hire, train, schedule, assign, supervise, mentor, evaluate, and coordinate the work of a permanent classified program assistant and a core of Student Ambassadors and Peer Mentors.
15. Communicate with district and college administrators and support personnel, representatives of State and federal agencies, educational institutions, social service organizations, counselors and others to coordinate programs and activities.
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 liaison with Veterans, SGA, EOPS, Financial Aid, and any programs that do outreach and marketing in the community to recommend and advise the most efficient use of designated funds for outreach and marketing.
18. Serve as the central clearinghouse for other college departments that participate in the college's outreach and recruitment efforts; initiate an accountability structure to ensure campus outreach efforts performed by a variety of departments is coordinated, with a consistent message, and directed to appropriate individuals or groups.

## 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

- Masters 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 persons 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 an classified administrator position.

## Signatures/Approval

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

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

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

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