

POSITION DESCRIPTION

Outreach Liaison

Position Outreach Liaison
Department/Site
FLSA Non-Exempt
Evaluated by Outreach Supervisor
Salary Range 33

Summary

Under the leadership of the Coordinator of School Relations, this position is responsible for maintaining relationships with local schools and recruiting students to attend the college.

Essential Duties and Responsibilities

- Implements an extensive recruitment program for local K-12 school students.
- Participates in a variety of activities with and visitations to local schools, including meetings with school and college staff, parents and students.
- Interacts with liaisons from local school districts.
- Operates from a coordinated school outreach calendar.
- Enters and utilizes data in an electronic student database and tracking system.
- Provides campus tours.
- Assists with special events both at the local schools and on campus.
- Assists with follow-up efforts with potential students.
- Represents the college in the community and at local schools.
- Performs other duties as assigned that support the overall objective of the position.

Qualifications

Knowledge And Skills

- Requires working knowledge of outreach and recruitment principles, methods and activities appropriate for K-12 schools.
- Requires skills necessary for participating in a variety of activities and visits to local schools.
- Requires well-developed human relations, written, and oral communication skills to contribute to effective liaisons with local school district employees and college staff.
- Requires well-developed human relations skill to interact with principals, teachers, counselors, parents and prospective students.
- Requires a working knowledge of computer database and tracking system software.
- Requires well-developed language skills to make accurate presentations to individual students and groups.

Physical Abilities

- Requires ambulatory ability to sit for extended periods of time and stand and walk for intermittent periods of time.
- Requires the ability to lift and carry lightweight materials (under 20 pounds) on an occasional basis.
- Requires hand-arm-eye coordination to operate a personal computer keyboard.
- Requires visual acuity to arrange materials, observe movements of people, and read letters and numbers.
- Requires auditory ability to carry on conversations in person and over the phone.
- Requires ability to drive.

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Education and Experience

- A high school diploma, or the equivalent, and four years of student recruitment experience.

Licenses and Certificates

- Requires a valid driver's license.

Working Conditions

- Work is performed in an office environment with minimal exposure to health and safety considerations.