

POSITION DESCRIPTION

Director of Outreach

Position Director, Outreach
Department/Site Student Services
FLSA Exempt
Evaluated by Dean of Enrollment Services
Salary Range M-33

General Description

Under the direction and supervision of the Dean of Enrollment Services, and working closely with relevant campus departments, the Director of Outreach provides direction and oversight for all functions and activities related to K-12 outreach, the Citrus College Promise Program, and the Welcome Center. The Director of Outreach provides leadership and direction to enhance the College's outreach and recruitment efforts and actively participates in community events that provide recruitment opportunities.

This is a 12-month academic management position.

Essential Duties and Responsibilities

- Provides leadership and supervision to permanent and part-time Outreach and Welcome Center staff.
- Develops and coordinates student recruitment and school relations efforts that are consistent with the mission and goals of the College.
- Works closely with internal and external stakeholders to expand access to college for prospective students and ensure successful onboarding experience.
- Coordinates outreach efforts with the campus community.
- Evaluates outreach efforts to determine the extent to which the desired target audience is receiving the desired information. Determines the impact of the effort related to enrollment management and/or other College goals.
- Oversees and coordinates the Early Decision program.
- Oversees and coordinates the Citrus College Promise program.
- Coordinates special events and activities including but not limited to Welcome Day, High School Counselor Conference, and College Information Night.
- Manages the Welcome Center by promoting and establishing high-touch, visible, and intrusive support for all current students, prospective students, and visitors to the campus.
- Directs the development, maintenance, and distribution of promotional materials to include, but not limited to, websites and social media associated with assigned area of supervision.
- Works with the Office of Institutional Research and Planning to initiate methods of feedback and assessment to determine the effectiveness of campus relations. -Gathers and records anecdotal information relative to recruitment and school relations.
- Works with departments to determine community interest for new programs and with the External Relations Office to market programs once developed.
- Develops monthly outreach newsletter for prospective students and community partners.
- Supervises an additional photo ID station.
- Develops and prepares the annual budget(s) for the assigned areas, including personnel needs and departmental operating expenses.
- Develops and maintains a variety of narrative and statistical reports, records, and files related to assigned activities. Monitors and expedites all required reports in a timely manner.

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- Directs liaisons with local school districts and programs including activities and visitations to local schools to meet with principals, counselors, teachers, parents, K-12 students, and community members.
- Creates, reviews, and updates student learning outcomes, program reviews, and other required reports with measurable goals to be achieved by staff in the interest of improving department efficiency and overall College effectiveness.
- Maintains positive working relationships with K-12 partners, the community, high school administrators, and other departments on campus.
- Directs recruiting events on and off-campus such as application workshops, college presentations, campus tours, college fairs, and other support services.
- Administers the collective bargaining agreements among the District and the classified union.
- Trains, coordinates, and supervises the work of designated outreach staff.
- Creates an atmosphere of collegiality and supports the goals of participatory governance.
- Participate on committees, work groups, task forces and special assignments. Serve in the selection and evaluation of division personnel.
- Resolves conflict and diffuses disagreements.
- Promotes and implements programs and services that support inclusion, diversity, equity, accessibility, and anti-racism.
- Performs other duties as assigned that support the overall objective of the position and the District's mission and philosophy.

Knowledge, Skills and Abilities

- Knowledge of outreach and recruitment principles, methods, and activities appropriate for K-12 school recruiting.
- Knowledge of secondary and post-secondary school systems and related governance.
- Knowledge of the mission, procedures, and operations of California Community Colleges.
- Knowledge of principles and policies that support a diverse, equitable, inclusive, and anti-racist academic and work environment.
- Knowledge of goal setting, program development, implementation, evaluation, and project management.
- Knowledge of principles of public speaking, marketing, communications, or sales.
- Knowledge of budget development and administrative practices as applied to the analysis and evaluation of projects, programs, policies, procedures, and operational needs.
- Knowledge of laws, standards, and requirements concerning Dual Enrollment programs.
- Knowledge of soft skill communication techniques for effectively representing the College in contacts with governmental agencies, community groups, and other organizations.
- Knowledge of techniques for providing a high level of customer service by effectively interacting with the public, vendors, students, and College staff, including individuals of various ages, disabilities, socio-economic, and ethnic groups.
- Ability to understand, communicate, and explain College programs and procedures.
- Ability to envision and effectively organize and supervise the day-to-day operation of Outreach Services.
- Plan and organize work. Prioritize and schedule work. Train and provide work directions to others.
- Maintain records and prepare reports and procedural documentation.
- Ability to develop, implement, and assess outreach goals and outcomes.

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- Ability to articulate and communicate the College's vision and commitment to creating equity, diversity, inclusion, and anti-racism academic and work environments.
- Work independently and with initiative while creating new programs and opportunities.
- Ability to establish and maintain collaborative and effective working relationships with a variety of College staff and community partners.
- Ability to work effectively within a shared governance environment.
- Ability to organize, plan, and develop new concepts to enhance the programs, analyze outcomes, and prepare clear and concise reports and improvements.
- Ability to adapt to changing student and procedural requirements.
- Ability to oversee and address gaps in diversity, equity, inclusion, and anti-racism in recruitment and retention of faculty and staff.
- Communicate effectively both orally and in writing.
- Ability to work a flexible schedule that requires occasional evening and/or weekend assignments.

Education and Experience

- Possession of a bachelor's degree in any field.
- Three (3) years of related experience working in community colleges, universities, high schools, and/or community agencies.
- Training and/or experience in outreach, recruitment, journalism, marketing, speech, public relations, or related fields desirable.
- Evidence of ability to communicate effectively with a diverse population both orally and in writing.
- Evidence of ability to work effectively as a member of the administration team.
- Evidence of experience and training in the utilization of technology in administrative practice.
- Evidence of experience supervising a complex administrative department responsible for implementation of state and federal regulations.
- Demonstrates sensitivity to, understanding of, and ability to work with the diverse academic, socioeconomic, ethnic, religious, disability, gender, gender identity, sexual orientation, and cultural background of community college students, faculty, and staff; and successfully fosters and supports an inclusive educational and work environment.

Licenses and Certifications

- Requires a valid driver's license and the ability to maintain insurability under the District's vehicle insurance policy.

Physical Demands

- Must be able to work in a standard office setting and use standard office equipment, including technological devices; to communicate with individuals at various College and meeting sites; the ability to understand and comprehend written and electronic materials; and the ability to receive, review, and respond to communications in person, before groups, and over and through various media. This is primarily a sedentary office classification although movement between work areas may be required. Positions in this classification occasionally may need to physically reach, push, and pull drawers open and closed to retrieve and file information. Incumbents must possess the ability to lift, carry, push, and pull materials and objects up to 20 pounds.

Environmental Elements

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- Incumbents work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Incumbents may interact with staff, students, and/or the public in interpreting and enforcing departmental policies and procedures.