

ANTELOPE VALLEY COMMUNITY COLLEGE DISTRICT

PROGRAM SPECIALIST – STUDENT EQUITY

Salary Range 13

BASIC FUNCTION:

Under the direction of the Director of Student Equity, serve as a liaison to high school district, campus and community organizations and general public on matters related to student equity, recruitment and outreach; participate in campus and community events and activities, assist in setting priorities for marketing, solicitation and showcasing college programs and services.

REPRESENTATIVE DUTIES: *E= indicates essential elements of the position*

- Develop, plan and organize a variety of student and community- related programs, events and activities, city and organizational fairs, festivals, campus activities and meetings. (E)
- Assist in the development and implementation of strategies to promote attendance at Antelope Valley College and higher education institutions. (E)
- Assist in developing and implementing strategies to promote recruitment and retention at AVC including but not limited to high school orientations and welcome week activities. (E)
- Coordinate the dissemination of college program and service information and the financial aid process to a variety of populations via presentations, direct mail campaigns, telephone campaigns, etc. (E)
- Serve as a liaison between prospective students, current students and college departments. (E)
- Serve as a liaison to community groups, organizations, other higher education institutions, the high schools, middle schools and/or elementary schools. (E)
- Plan and conduct student, campus and community events. (E)
- Attend and participate in community, city and organizational fairs, festivals and meetings and committees.
- Assist in the maintenance of a database of prospective students and community contacts, provide follow up activities, prepare handbooks, public relations materials and policies to assist and aid in enrollment related activities.
- Assist in office record keeping and filing activities, assemble data and prepare reports, maintain a variety of equipment and inventory.
- Recruit, train and provide work direction student mentors, and student worker, ambassador corps including but not limited to initial and on-going training, meetings, office duties, and off-site staffing of events.
- Maintain correct knowledge of computer and related techniques that affect recruitment and retention and enrollment management practices.
- Some travel required.
- Perform other duties as assigned.

KNOWLEDGE OF:

- Methods and techniques in working with prospective students
- Methods and techniques in working with college students and groups
- Modern office practices, procedures and equipment
- Statistical record-keeping techniques
- Correct English usage, grammar, spelling, punctuation and vocabulary
- Excellent oral and written communication skills
- Interpersonal skills using tact, patience and courtesy
- Principles of training and providing work direction
- Concepts of recruitment, marketing and public relations
- Proper lifting techniques

ABILITY TO:

- Learn applicable section of State education code and other applicable laws
- Learn and apply district operations, policies, and objectives
- Learn and apply the philosophy, objectives, and policies of student services
- Work a flexible schedule involving evening, weekend and holiday hours
- Learn, understand and explain college preparatory curriculum for high school students, college curriculum and regulations
- Learn, understand and explain Financial Aid application and general processes
- Lift, move and break down equipment, displays, furniture and totes used for various events and presentations
- Maintain accurate records
- Work independently with little supervision
- Meet schedules and deadlines
- Establish and maintain cooperative and effective working relationships with others
- Direct a team of student workers
- Communicate effectively in all methods of communications with diverse populations
- Travel within the service area of the college

EDUCATION AND EXPERIENCE

Any combination equivalent to graduation from high school and training or at least two years of work experience with high school and college students and/or target groups in marketing, public relations and information campaigns; experience giving oral presentations.

LICENSES AND OTHER REQUIREMENTS

- Valid Driver's License and current auto insurance as required by state law
- Work a variable schedule to accommodate evening, weekend and holiday hours

WORK ENVIRONMENT

- Indoor and outdoor work environment
- May be in excess heat or cold weather
- Evening, weekend and holiday hours
- Driving a vehicle to conduct work as required by position

PHYSICAL EFFORT

- Walking to review activity program and sites
- Standing to disseminate information
- Lifting heavy objects up to 50+ pounds
- Pulling/Pushing heavy objects on dollies or carts