

## ANTELOPE VALLEY COMMUNITY COLLEGE DISTRICT

### PROGRAM SPECIALIST – OUTREACH PROGRAMS

Salary Range 13

#### **BASIC FUNCTION:**

Under the direction of the Director of Student Activities and Community Outreach, serve as a liaison to high school district, campus and community organizations and general public on matters related to 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 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