

JOB TITLE: OUTREACH MANAGER

PAY GRADE: CS18

LAST REVISED: June 2018

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

SUMMARY DESCRIPTION

Under direction of the appropriate supervisor, the Outreach Manager will work collaboratively with college administrators, staff and high school partners (including adult and alternative high schools) to ensure the continued development of Promise and the Dual Enrollment program; and to develop assistance and support for students transitioning from high school to college. This position shall be responsible for developing outreach and recruitment methods tailored to new adult and transfer student markets, and supervising the outreach and recruitment staff.

Sierra College has a strong commitment to the achievement of equity and inclusion among its faculty, staff and students and values the rich diverse backgrounds that make up the campus community. The Outreach Manager must demonstrate a profound understanding of and experience with successfully supporting individuals with varying backgrounds in order to administer all programs, initiatives, and activities designed to attract and recruit a robust and diverse student applicant pool. This includes persons with disabilities, various gender identities, sexual orientation, individuals from historically underrepresented communities and other groups to ensure the District provides an inclusive educational and employment environment focused on strategies for success and equitable outcomes for all.

REPRESENTATIVE DUTIES - *The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.*

1. Employ innovative and effective enrollment practices in adult, transfer, and high school outreach and recruitment to maintain a continuous flow of new and transfer applicants to the college in alignment with institutional enrollment goals.
2. Coordinate enrollment services staff in the development and implementation of specialized enrollment services in K-12 partner districts, including onboarding and financial aid support for Dual Enrollment and Promise.
3. Compile statistical data related to outreach, recruitment, and high school transition services; review and certify the accuracy of data concerning program participation; analyze and evaluate data, and identify and respond to findings with improved services and outcomes.
4. Work with administrators, faculty and staff to plan, develop, organize, coordinate, implement, direct and evaluate the District's outreach and enrollment services efforts.
5. Identify, plan and coordinate outreach activities; oversee the maintenance of the outreach and promotional activities and events calendar.
6. Develop, strengthen and maintain relationships with K-12 site administrators, teachers, counselors and community entities from which potential students reside or might be recruited from.

7. Collaborate with Marketing staff on marketing plans related to program recruitment activities and services; assist in the development and evaluation of innovative and effective outreach and program recruitment marketing materials and campaigns that are culturally-responsive to the populations being reached.
8. Liaison with the Public Information Officer to support in the promotion of a favorable image of the District through organized outreach campaigns; represent the college at off-campus functions and events as appropriate.
9. Assist in and ensure the development and production of timely and accurate printed outreach, recruitment, Promise and Dual Enrollment materials; maintain an inventory of appropriate college promotional outreach materials and oversee the storage, delivery and use of items.
10. Collaborate with administrators, faculty and staff to promote the growth, development, and marketing of Dual Enrollment and Promise such as: dissemination of guidelines for instructors, counselors, schools, students, and academic departments; orientation and registration activities and events for students and staff; and responsive trouble shooting and problem-solving.
11. Recruit, hire, train, schedule, assign, supervise, mentor, evaluate, and coordinate the work of outreach, recruitment, Promise, and Dual Enrollment staff; supervise the Student Ambassador program for outreach and recruitment activities; coordinate activities to expand and enhance the student ambassador program and other student-related outreach, recruitment, and high school transition efforts.
12. Design and implement robust parent and campus tour programs, ensuring innovative and effective support and activities for parents; ensure campus tours, activities, and programs are conducted professionally and culturally responsive by students and staff to meet the needs of prospective students and their parents.
13. Serve as liaison with interest area leadership, counseling support programs, CTE/Strong Workforce, Athletics, and Financial Aid, and any programs that do outreach and recruitment in the community to promote and support the most effective methods and activities.
14. Serve as the central clearinghouse for other college departments that participate in the college's outreach and recruitment efforts; initiate an accountability structure and develop technology solutions to ensure campus outreach efforts performed by a variety of departments are coordinated, with a consistent message, reaching historically underrepresented populations, and communicated in a culturally responsive manner to appropriate individuals or groups.
15. Participate in the preparation and administration of program budgets; submit budget recommendations; and monitor expenditures.
16. Perform related duties as assigned.

QUALIFICATIONS - *The following generally describes the knowledge and ability required to enter the job and/or be learned within a reasonable period of time in order to successfully perform the assigned duties.*

Knowledge of:

- Effective and innovative practices related to outreach and recruitment of a diverse community college student population.
- Effective practices, policies, and procedures related to the development and management of high school transition programs, including Dual Enrollment and Promise.
- Objectives of Promise, Dual Enrollment, SSSP, and Student Equity initiatives.

- California higher education policies, procedures, and practices.
- California K-12 policies, procedures, and practices.
- Effective technology tools, including customer relationship management, database, and communication software.
- Principles of supervision, training, and performance evaluation.
- Pertinent federal, state, and local laws, codes and regulations.

Ability to:

- Develop and implement appropriate methods and procedures to optimize efficient and effective delivery of outreach services to recruit potential students.
- Develop, recommend, and implement approved recruitment strategies by contributing information, analysis, and recommendations to strategic thinking and direction; establish functional objectives aligned with organizational objectives; evaluate activities and make data-informed recommendations to continue/discontinue efforts.
- Organize large and complex events and activities in collaboration with cross-functional stakeholders.
- Learn Management Information System (MIS) reporting requirements.
- Communicate effectively 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.
- Prepare, administer and oversee budgets related to outreach and recruitment, including preparations, recommendations and justifications regarding budget requests; authorize expenditures according to district policies and applicable regulations.
- Work collaboratively with college and K-12 district and site administrators, faculty leads, and administrative staff to develop and implement high school transition programming, including Promise and Dual Enrollment faculty and staff orientations and trainings.
- Design, plan, and implement high school transition outreach, recruitment and onboarding events for students and parents.
- Plan and organize work to meet changing priorities and deadlines.
- Remain proficient and relevant through self-directed professional reading, developing professional contacts with colleagues, attending professional development courses, and attending training and/or courses as needed and recommended.
- Think creatively; employ effective problem-solving strategies; conduct research; write clear, concise and compelling proposals; and utilize project planning and management techniques.
- Demonstrate an awareness and appreciation of the cultural diversity of the community in order to better serve the student population.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.

Education and Experience Guidelines - *Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

Education/Training:

Bachelor's degree, from an accredited college or university with major course work in business administration, marketing, education, communications, social science, or a related field.

Experience:

Four years of experience in community college or higher education outreach, recruitment and high school partnerships/transitions, including one year of administrative or lead supervisory responsibility.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT - *The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job.*

Reasonable accommodations may be made to enable qualifying individuals to perform the essential job functions.

Environment: Work is performed primarily in a standard office setting.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally walk, stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

Vision: Utilize vision sufficiently, with or without correction, to read computer screens and printed documents; and to operate assigned equipment.

Hearing: Utilize hearing and speech, with or without correction, to communicate in person, before groups, over the telephone and hear sound prompts from equipment.