

PERALTA COMMUNITY COLLEGE DISTRICT

CLASSIFIED JOB DESCRIPTION

**PROGRAM SPECIALIST/ Outreach & Retention
(SEIU Local 1021 Salary Range 75)
Job Code: 164**

CLASS PURPOSE:

Under general supervision of the Dean of Enrollment Services, the Program Specialist is responsible for implementation and oversight of outreach efforts that promote the College as a visible and engaged community partner and accessible educational resource.

WORK SCHEDULE

This is normally a full-time position with a work schedule of five days and 40 hours/ week. Duties are performed 12 months a year. Required to work some evenings and weekends.

EXAMPLES OF ESSENTIAL DUTIES:

Any one position may not include all of the duties listed nor do listed examples include all tasks which may be found in positions of this class. To perform this job successfully, an individual must be able to perform each essential duty of the position satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions required for the position.

- Maintains a master calendar of campus and general partnership events and updates outreach website.
- Develops promotional materials and correspondence for prospective students and families; disseminates college and financial aid brochures and other materials as required.
- Compiles data, maintain records, and prepare correspondence, reports, and other written material using a variety of software such as word processing, spreadsheet, database, and website management.
- Identifies marketing opportunities and facilitates College's presence at appropriate community events.
- Initiates, coordinates and makes public presentations promoting the higher education and financial aid knowledge to civic, community, industry and professional organizations. Assists with Student Support & Success Program pre-enrollment activities at partner schools/ organizations (outreach, application, orientation, assessment).
- Assists high school students and potential students with applications and forms related to Admissions and Financial Aid.

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- Leads campus tours and college/ financial aid workshops for prospective students and their families.
- Responsible for daily functions of the College's Welcome Center.
- Plans, organizes, coordinates and directs activities and events.
- May assist efforts to increase retention of at risk students per the College's Student Equity or SSSP plan.
- Provides information and referrals to students, staff, and community on college programs and procedures including Concurrent Enrollment and Financial Aid.
- Provides concurrent enrollment registration services at high schools in coordination with SSSP Partnerships and site visits.
- Assist with oversight of outreach operational budgets, including personnel action forms, requisitions, supply invoices, etc.
- Coordinates and interfaces with vendors and consultants in order to help ensure successful execution of events, activities and programs.
- Performs other related duties as assigned.

MINIMUM QUALIFICATIONS

1. Bachelor's Degree from an accredited college or university AND one (1) year of professional experience involving planning, organizing, administering, coordinating or promoting outreach programs; or an equivalent combination of training and qualifying experience that could likely provide the desired knowledge and ability to perform the duties of the position.
2. Ability to prepare and maintain accurate and complete records and reports.
3. Experience with event coordination.
4. Ability to draft professional and public correspondence
5. Demonstrate proficiency with software programs such as desktop publishing, word processing, and spreadsheets.
6. Understanding of, sensitivity to, and respect for the diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of community college students.

DESIRABLE QUALIFICATIONS:

- Knowledge of community agencies and resources and the needs of cultural, ethnic, and other groups within the community

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- Ability to evaluate and make recommendations on improvements to existing activities and operations.
- Ability to draft professional and public correspondence;
- Ability to maintain effective working relationships.
- Knowledge of college policies and procedures relevant to Admissions & Records, SSSP, and Financial Aid.
- Experience managing professional social media presence.
- Experience with webpage design.
- Knowledge of organization and operation of community college outreach programs
- Knowledge of marketing strategies related to recruitment; procedures in the development and use of marketing materials; and media applications.
- Communicate effectively both orally and in writing in both English and Spanish (bilingual abilities)

OTHER REQUIREMENTS:

- Must possess and maintain a valid California driver's license and safe driving record during the course of employment.
- May be required to work evenings and weekends, based on activity scheduling.