PALOMAR COMMUNITY COLLEGE DISTRICT

OUTREACH COORDINATOR

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are intended to reflect all duties performed within the job.

DEFINITION

To oversee and coordinate College outreach activities and events to high schools and the community; to implement program goals and objectives; and to perform a variety of administrative tasks in support of assigned area of responsibility.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from the Manager, Marketing Communications.

May exercise technical and functional supervision over clerical staff.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS

Essential and other important responsibilities and duties may include, but are not limited to, the following:

Essential Functions:

1. Oversee and coordinate College outreach activities and events including conducting presentations at high schools and participating in various career fairs and activities.

2. Recommend and assist in the implementation of goals and objectives; establish schedules and methods for providing outreach services; implement policies and procedures.

3. Monitor program performance; recommend and implement modifications to systems and procedures.

4. Receive and respond to event requests; schedule and coordinate outreach events; prepare and maintain a calendar and schedule of activities; research, collect and purchase outreach display materials and flyers; recruit volunteers to assist in event preparation.

5. Coordinate the District's "Peer Program; recruit and train program volunteers; schedule volunteers for outreach events at appropriate high schools.

6. Conduct presentations at high schools, businesses and community groups; provide college information and respond to requests and inquiries.

7. Promote and coordinate specific activities for the College; prepare program event and facility marketing material including news releases, flyers, schedules of events, pamphlets and brochures.

8. Maintain records and develop reports concerning new or ongoing programs and program effectiveness; prepare statistical reports as required.
Marginal Functions:

1. Maintain awareness of new developments in the field of outreach and marketing; incorporate new developments as appropriate into programs.
2. Perform related duties and responsibilities as required.

QUALIFICATIONS

Knowledge of:
Basic operations, services and activities of a college marketing and outreach program.
Principles, practices and applications of public relations, public affairs, media relations and marketing.
Methods and techniques of public speaking .
Pertinent District policies, procedures and information.
Principles and practices of outreach program development and implementation.
Basic procedures, methods and techniques of budget preparation and control.
Modern office equipment including computers.

Ability to:
Coordinate and direct outreach and marketing programs.
Plan, schedule and prioritize outreach activities and events.
Recruit and train volunteers.
Recommend and implement goals and objectives for providing effective outreach services. Interpret and explain District policies and procedures.
Speak before large groups.
Allocate limited resources in a cost effective manner .
Communicate clearly and concisely, both orally and in writing .
Establish and maintain effective working relationships with those contacted in the course of work.

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

Experience:
Three years of increasingly responsible outreach or public relations experience including one year of administrative responsibility.

Training:
Equivalent to the completion of the twelfth grade supplemented by college level course work in marketing, advertising, public relations or a related field.

License or Certificate
Possession of, or ability to obtain, an appropriate, valid driver's license.
WORKING CONDITIONS:

Environmental Conditions:
Office and field environment; travel from site to site; extensive public contact.

Physical Conditions:
Essential and marginal functions may require maintaining physical condition necessary for walking, standing or sitting for prolonged periods of time; operating motorized vehicles.