

**PROGRAM MANAGER, OUTREACH**

| **Reports to:** | Dean, Admissions and Student Support |  |  |
| --- | --- | --- | --- |
| **Dept:** | School Relations/ Diversity Outreach | **Range:** | 31 |
| **FLSA:** | Exempt | **EEO:** | Professional/Nonfaculty |

*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 by individual positions.*

### BASIC FUNCTION:

Under general supervision, coordinate, organize and oversee the staff and daily operations of the School Relations/Diversity Outreach Department including coordinating the Student Ambas­sador program; collaborate with area school districts and administration to implement outreach, assessment testing and implementation of the K-12-related Student Support and Success Program and Student Equity Plan initiatives and activities; develop and monitor the department budget; and perform related duties as assigned.

### ESSENTIAL DUTIES & RESPONSIBILITIES:

*The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.*

1. Plan, assign, schedule, supervise and evaluate the work of assigned department staff; with staff, develop, imple­ment and monitor operational plans to achieve department objectives; manage program budget; make purchases and other expenditures in accordance with district procedures and monitor perform­ance against the annual budget; develop, implement and evaluate plans, processes and procedures to achieve established goals and objectives in accordance with depart­ment standards; prepare and maintain a variety of records and reports.
2. Interview and participate in selecting new department staff; supervise and evaluate staff perform­ance; establish performance requirements and personal development targets; regularly monitor perform­ance and provide training, coaching and mentoring for perform­ance improvement, in accordance with district human resources policies and labor contract agree­ments.
3. Provide day-to-day leadership and work with staff to ensure a high-performance, service-oriented work environment that supports achieving district and division mission, objectives and service standards; enforce the maintenance of safe working conditions and ensure safe work practices are followed by staff; provide leadership to ensure a fair and open work environment in accordance with the district’s mission, goals and values.
4. Supervise outreach, recruitment and school-relation activities for the district; plan, organize and implement a variety of outreach activities and programs, placement testing and advise­ment programs to recruit K-12, at-risk and adult student populations.
5. Develop partnerships and schedule routine visits to area elementary, middle and high schools, school districts and community-based organizations; publicize and promote district programs and services in an effort to increase enrollment; develop events and programs to bring high school teachers, counselors and administrators to campuses.
6. Oversee the Student Ambassador and campus tour programs; oversee the ambassador selection and hiring process; coordinate and implement training; monitor student ambassa­dor perform­ance and academic status to ensure their continuing eligibility for employment.
7. Organize and coordinate college fairs in cooperation with neighboring college/university outreach offices; attend college fairs, veterans outreach, foundation and community events as a district representative.
8. With the Program Supervisor, Student Success and Testing Services, coordinate assess­ment testing and create educational plans at area high schools; apply, interpret, explain and enforce testing and matriculation policies, procedures, related information and requirements to students and the public; evaluate a variety of test records; observe district, state/federal and test agency policies and procedures for security/confidentiality of testing materials and records.
9. Coordinate and organize on- and off-campus outreach efforts targeting diverse students including developing programs and curriculum information services for AVID (Advancement Via Individual Determination), Migrant Education, GEAR UP (Gaining Early Awareness and Readiness for Undergraduate Programs), ESL/bilingual classes and other programs for underrepresented and educationally disadvantaged students at local elementary, middle and high schools.
10. Maintain program tracking databases; collect and provide data to the Research department for program evaluation, measurement and verification; compile and analyze statis­tical records for reports; work with other program supervisors to ensure effective service to students.

**OTHER DUTIES:**

1. Develop, implement and analyze various forms of online community outreach including social media and email marketing; analyze website effectiveness.
2. Perform related duties as assigned.

### KNOWLEDGE AND ABILITIES:

### KNOWLEDGE OF:

1. Principles, methods and practices applicable to the design and implementation of public relations, community outreach and marketing programs.
2. College functions and operations; marketing and public information issues and opportuni­ties.
3. Requirements, guidelines, rules and objectives applicable to SSSP and general college programs and services.
4. College assessment and matriculation policies as applicable to areas of responsibility.
5. General public administration practices and procedures including budget preparation and control and purchasing requirements.
6. Applicable sections of the state education code and other applicable laws.
7. Modern office practices, procedures and equipment.
8. Standard business software and district computer applications used in the work.
9. Math and statistical computations.
10. Applicable federal, state and local laws, rules and regulations [including OSHA rules and regulations if applicable].
11. Principles and practices of sound business communications, including correct English usage, grammar, spelling and punctuation.
12. District practices and procedures for budgeting, purchasing and maintaining public records.
13. Principles and practices of effective supervision.
14. District human resources policies and labor contract provisions.

### ABILITY TO:

1. Plan, supervise, assign, review and evaluate the work of support staff engaged in the opera­tions of the School Relations/Diversity Outreach department.
2. Plan, develop and implement services and outreach activities to recruit, retain and assist students, particularly at risk students.
3. Represent the district effectively in public settings and one-on-one with school administra­tors, potential students and the public on a variety of complex issues.
4. Coordinate, supervise and use automated systems for scoring, maintaining and reporting test results for the college's academic achievement tests.
5. Coordinate, supervise and use automated systems to maintain records, collect data and generate reports.
6. Maintain current knowledge of college curriculum, rules, regulations and guidelines applic­able to assigned student services areas.
7. Assist in program and testing-related research and evaluation.
8. Define issues, analyze problems, evaluate alternatives and develop sound, independent conclusions and recommendations in accordance with laws, regulations, rules and policies.
9. Communicate effectively, both orally and in writing.
10. Understand, interpret, explain and apply applicable laws, codes and regulations.
11. Present proposals and recommendations clearly, logically and persuasively.
12. Operate a computer and standard business software.
13. Use tact and diplomacy in dealing with sensitive and complex issues, situations and concerned people.
14. Demonstrate sensitivity to and understanding of diverse academic, socioeconomic, cultural, ethnic and disability issues.
15. Establish and maintain effective working relationships with all those encountered in the course of work.

### EDUCATION AND EXPERIENCE:

Graduation from an accredited four-year college or university with a bachelor’s degree in a relevant field, and at least two years of progressively responsible experience in public relations, marketing or commun­ity outreach; or an equivalent combination of training and experience. Experience in a post-secondary educational institution is preferred.

### LICENSES AND OTHER REQUIREMENTS:

A valid California driver’s license and the ability to maintain insurability under the district’s vehicle insurance program.

**WORK DIRECTION, LEAD AND SUPERVISORY RESPONSIBILITIES:**

Student Services Specialists, administrative support staff, and student and temporary workers.

**CONTACTS:**

District administrators, faculty, staff, students, parents, high school administrators and the general public.

**PHYSICAL EFFORT:**

*The physical efforts described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Primarily sedentary with intermittent standing, walking, bending and stooping; occasional light lifting and carrying of objects weighing up to 25 pounds; ability to travel to various locations on and off campus as needed to conduct district business.

**EMOTIONAL EFFORT:**

Ability to develop and maintain effective working relationships involving interactions and com­munications personally, by phone and in writing with a variety of individuals and/or groups from diverse backgrounds on a regular, ongoing basis; ability to work effectively under pressure on a variety of tasks concurrently while meeting established deadlines and changing priorities.

**WORKING CONDITIONS:**

Primarily business office environment; subject to frequent public contact and inter­ruption; inter­mittent exposure to individuals acting in a disagreeable fashion; may work at any district location or authorized facility with occasional evenings and/or week­ends on an as-needed basis. Occa­sional local travel may be requested.