

Job Description

Position Title: Student Outreach Coordinator

Job Family: Student Services

Job Level: Professional - Intermediate

FLSA Status: Exempt

Salary Grade: 04

Position Summary:

The Student Outreach Coordinator is responsible for helping to recruit students to navigate the enrollment process from initial interest through application from local high schools, community agencies, general inquiries, targeted marketing campaigns and other outreach to areas of Pima Community College's service area. The Student Outreach Coordinator is responsible for guiding students through the enrollment process, from initial contact, through the application for admissions.

Essential Duties and Responsibilities:

Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.

1. Pro-actively communicated and follows-up with prospective student leads and inquiries
2. Answers and responds to phone and emails related to student inquiries while following PCC student enrollment guidelines
3. Utilizes the college's CRM system to track prospective students from inquiry to application and maximize customer service
4. Leads communications with prospective students through the recruitment system
5. Communicates directly with prospective students and parents to answer questions as needed
6. Learns and explains College resources available to prospective students
7. Collaborates with College-wide employees regarding programs available to prospective students
8. Collaborates with College-wide employees, community and business organizations, public and private schools, and county agencies regarding outreach and recruitment programs, services, and operations
9. Plans, develops, coordinates, presents and/or participate in a variety of outreach activities in schools, community agencies, underserved county residents, organizations, business and industry to increase student enrollment
10. Contributes towards the attainment of department organizational goals and objectives
11. Maintains prospective student information and communications to these prospective students in the CRM recruitment system
12. Provides high quality customer service to all stakeholders including prospective students, parents, other departments, and internal and external vendors/organizations
13. Organizes and participates in virtual and in-person recruitment sessions
14. Explores potential new markets through active research and inquiry
15. Work collaboratively with the Enrollment Management and Marketing Team

16. Ensure workflows are effective in meeting goals and objectives

Knowledge, Skills, and Abilities:

1. Knowledge of advising and counseling practices as well as college policies and procedures.
2. Knowledge of internal and external customer service principles and practices.
3. Knowledge of principles and methods for promoting programs and services.
4. Knowledge and application of various instructional methodologies.
5. Skill in analyzing data and drawing conclusions.
6. Skill in effective communication (both written and oral).
7. Skill in organization, coordination and management.
8. Skill in public speaking.
9. Ability to develop and maintain effective and positive working relationships.

Supervision:

- Not responsible for supervising the work of others.

Independence of Action:

- Results are defined and existing practices are used as guidelines to determine specific work methods. Carries out work activities independently; supervisor/manager is available to resolve problems.

Competencies:

Competencies are the actions and behaviors that can be observed as to how work gets done that supports the College's values and strategic objectives.

- Student Success: Allows the opportunity to support student success as well as improve access and retention.

Minimum Qualifications:

Candidates/incumbents must meet the minimum qualifications as detailed below.

- Bachelor's degree in related field of study required.
- One (1) to Three (3) years of related experience required.
- Three (3) to Five (5) years of related experience preferred.

OR an equivalent combination of certification, education, and experience sufficient to successfully perform the essential duties of the job such as those listed above.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the key duties and responsibilities of this job. **Reasonable accommodations may be made to enable individuals with disabilities to perform critical tasks.**

- **Environment:** Work is performed primarily in a standard office environment with staff contact and frequent interruptions.
- **Physical:** Primary functions require sufficient physical ability and mobility to work in a standard office setting; to remain in a stationary position for prolonged periods of time; to occasionally position self to perform duties; to move, position, and/or transport objects of light to moderate (up to 20 pounds) amounts of weight; to operate office equipment including use of a computer keyboard; to travel to other locations using various modes of private and commercial transportation; and to effectively communicate to exchange information.
- **Vision:** Ability to see in the normal visual range with or without correction.
- **Hearing:** Ability to hear in the normal audio range with or without correction.

Special Conditions of Employment:

- Occasional work evenings or weekends.
- Pre-employment Background Check Required
- DMV Check/Current and Valid AZ Driver's License