



JOB DESCRIPTION

TITLE: Outreach Specialist (Part-time .50FTE)

COLLEGE/SCHOOL/DEPT: College of Education

DATE PREPARED: October 10, 2018

REPORTS TO: Project Director

FLSA: Non-exempt status

STATUS: Term-funded

POSITION SUMMARY:

This Outreach Specialist position for Heritage University College of Education will be responsible for Title V grant-related activities, for actively identifying and recruiting all potential eligible students to Heritage University, and to provide support for the students during enrollment, during the program and to assist in their career and educational goals. This position will primarily be located at the Tri Cities Regional Center at Columbia Basin College.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

1. Represents Heritage University in the most positive manner with prospective, former and current students, clients, suppliers and the community we serve. Interacts effectively with a diverse group of faculty, staff, students and other customers of our services, learns and uses operating practices of the department and Heritage University.
2. Upholds the Heritage University Mission Statement.
3. Handles confidential information with tact, discretion and in compliance with FERPA regulations.
4. Contacts and meets with school counselors and teachers to explain and promote pre-college programs, and coordinates visits to disseminate information to a specific student population.
5. Represents the university at high schools, job/transfer fairs, financial aid nights, community agencies and youth programs, alternative high schools, after school programs, businesses, on and off campus special events.
6. Develops and maintains working relationships with essential contacts both in the community and around campus for the purpose of recruiting students to Heritage University, and for any specialty programs or activities supported by Heritage
7. Maintain a detailed knowledge of college of education degree programs, including requirements, curriculum, policies and procedures, student and faculty accomplishments and general knowledge about Heritage University.
8. Handle confidential student information with tact, discretion and in compliance with FERPA regulations.
9. Maintains and updates existing relationships and cooperation agreements with high school guidance departments and initiates new agreements.
10. Conducts ongoing outreach and support to prospective, new and returning students in person, via email, mail, telephone and other current communication/media means.
11. Travels within designated geographic territory (**primarily in the Tri-Cities region**) to service area schools and community entities to recruit students.
12. Replies to phone calls, correspondence, and e-mail from prospective students and their family members in a timely manner, and follows up when appropriate.
13. Maintains student databases and related files; prepares reports on student inquiries and profiles; provides research for compiling, adding to, and purchasing a variety of marketing and recruitment mailing lists.

OTHER DUTIES AND RESPONSIBILITIES:

1. Performs other functions as necessary or as assigned.
2. Assists prospective and enrolled students in identifying and clarifying career and educational goals.
3. Helps students to successfully navigate through the enrollment process, including participation and collaboration in HU orientation programs.
4. Assists students in understanding their needs for being successful in college and in connecting to the best resources of the college and community for fulfilling those needs.
5. Assists with departmental and faculty initiatives to supplement and increase student success.
6. Develop and implement workshops, training, and other programming designed to assist students in areas of academics, career, and under-graduate transfer.
7. Provides interpretation of test results which affect enrollment qualification and course selection.
8. Guides students in their progress toward graduation through the utilization and interpretation of institutional/departmental policies and applicable transfer requirements.
9. Utilize Student Services planning tools in order to assist students with persistence, retention, and completion.
10. Advocates throughout the institution for recognizing and meeting the needs of students.
11. Supports the maintenance and development of the college's entire advising program.
12. Advises at the Tri cities regional center; Travels to main campus in Toppenish as needed.
13. Maintains a positive, helpful, constructive attitude and work relationship with supervisor, college staff, students, and the community.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:

Every entry in this section **must** be supported by the **Principal Duties and Responsibilities** section. This section is critical in determining the areas of the position which may and may not be accommodated under the ADA. This section outlines:

- A. **Knowledge:** Bachelor's degree; or equivalent work experience; experience at college/university level preferred, especially in advising, recruitment, career counseling and/or goal-oriented student services
- B. **Skills:** Strong technical abilities (using database systems, presentation software, MS Office suite); strong cross-cultural interpersonal and writing skills; strong public speaking skills and ability to represent the university in a positive way to diverse populations; Bilingual (Spanish/English) preferred
- C. **Abilities:** Ability to interpret, follow and administer academic and administrative policy; to communicate effectively in both oral and written form; to function as an integral and positive member of a team; to travel between various locations throughout the day

APPLICATION INFORMATION AND DEADLINE Applications should include the following:

- Cover Letter
- Resume
- List of References (names, addresses & phone numbers of 3-5 current professional references).
- HU Employment Application LINK:HU App

Review of applications will begin immediately and will continue until the position is filled.

To apply, please email application material to: Humanresources@heritage.edu or Heritage University Office of Human Resources 3240 Fort Road Toppenish, WA 98948