

SCHOOL DISTRICT OF SARASOTA COUNTY

JOB DESCRIPTION

OUTREACH SPECIALIST

SALARY SCHEDULE: SSP-13

COST CENTER: SARASOTA COUNTY TECHNICAL INSTITUTE

QUALIFICATIONS:

- (1) Bachelor's Degree or equivalent from an accredited educational institution.
- (2) Two years of business, marketing, media, public relations or related experience.
- (3) Ability to work a flexible schedule, including some evenings and weekends.
- (4) Meet district requirements to drive a school board vehicle.

KNOWLEDGE, SKILLS, AND ABILITIES:

Ability to use knowledge of career and technical education to recruit students. Strong oral and written communications skills. Strong interpersonal skills. Current office-based technology skills. Demonstrated creativity and initiative. Familiar with social media. Ability to speak persuasively before audiences of diverse size, age and professional status. Knowledge of media and community relations, including the ability to identify and capture a target audience. Ability to develop effective working relationships with students, staff and community resources in a multiethnic, diverse environment. Ability to plan, organize, and prioritize activities related to assignment. Ability to use data to evaluate activities for maximum effectiveness. Ability to work long periods without direct supervision.

REPORTS TO:

Program Manager for Student Services, Sarasota County Technical Institute.

JOB GOAL

To recruit students for postsecondary adult career and technical education programs. To assist in the development of new programs by utilizing knowledge of local market and labor conditions. To present the brand of the institution persuasively throughout the school district and the local community. To represent the institution at required local, state and national forums.

SUPERVISES:

N/A

PERFORMANCE RESPONSIBILITIES:

- * (1) Ensure that the mission and goals of the institute and the school district are reflected in all activities.
- * (2) Create, maintain and evaluate an institution-wide student recruiting plan.
- * (3) Attend expos, career fairs, chamber events, trade shows and open houses.
- * (4) Conduct information sessions on and off campus.
- * (5) Maintain institutional visibility and brand placement at local high schools.
- * (6) Schedule and conduct campus tours for potential students and appropriate community members.
- * (7) Interact with counselors and program managers to coordinate recruitment of potential students.
- * (8) Assist in the development of program-specific promotional materials appropriate for student recruiting.
- * (9) Establish and maintain contact with local businesses and business groups.

- * (10) Establish and maintain locations for the distribution of promotional materials.
- * (11) Maintain confidentiality when appropriate in student matters.
- * (12) Attend required workshops, training activities, and conferences as required.
- * (13) Respond to inquiries and concerns in a timely manner.
- * (14) Maintain a network of peer contacts through professional student recruiting organizations.
- * (15) Model and maintain high ethical and professional standards.
- * (16) Keep supervisor informed of all potential problems or unusual events.
- * (17) Prepare all required reports and maintain all appropriate records.
- * (18) Follow attendance, punctuality and proper dress rules.
- * (19) Follow all school board policies, rules and regulations.
- * (20) Perform other incidental tasks consistent with the goals and objectives of this position and as required by the Director, Assistant Director(s) or Program Manager.

PHYSICAL REQUIREMENTS:

Medium Work: Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently and/or up to 10 pounds of force as needed to move objects.

TERMS OF EMPLOYMENT:

Salary and benefits shall be paid consistent with the District's approved compensation plan. Length of the work year and hours of employment shall be those established by the district and the Sarasota County Technical Institute.

EVALUATION:

Performance of this job will be evaluated in accordance with the provisions of the Board's policy on evaluation of personnel.

*Essential Performance Responsibilities