



## POSITION DESCRIPTION

Outreach Liaison

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**Position** ..... Outreach Liaison  
**Department/Site**.....  
**FLSA**..... Non-Exempt  
**Evaluated by** ..... Outreach Supervisor  
**Salary Range** ..... 33

### Summary

Under the leadership of the Coordinator of School Relations, this position is responsible for maintaining relationships with local schools and recruiting students to attend the college.

### Essential Duties and Responsibilities

- Implements an extensive recruitment program for local K-12 school students.
- Participates in a variety of activities with and visitations to local schools, including meetings with school and college staff, parents and students.
- Interacts with liaisons from local school districts.
- Operates from a coordinated school outreach calendar.
- Enters and utilizes data in an electronic student database and tracking system.
- Provides campus tours.
- Assists with special events both at the local schools and on campus.
- Assists with follow-up efforts with potential students.
- Represents the college in the community and at local schools.
- Performs other duties as assigned that support the overall objective of the position.

### Qualifications

#### **Knowledge And Skills**

- Requires working knowledge of outreach and recruitment principles, methods and activities appropriate for K-12 schools.
- Requires skills necessary for participating in a variety of activities and visits to local schools.
- Requires well-developed human relations, written, and oral communication skills to contribute to effective liaisons with local school district employees and college staff.
- Requires well-developed human relations skill to interact with principals, teachers, counselors, parents and prospective students.
- Requires a working knowledge of computer database and tracking system software.
- Requires well-developed language skills to make accurate presentations to individual students and groups.

### Physical Abilities

- Requires ambulatory ability to sit for extended periods of time and stand and walk for intermittent periods of time.
- Requires the ability to lift and carry lightweight materials (under 20 pounds) on an occasional basis.
- Requires hand-arm-eye coordination to operate a personal computer keyboard.
- Requires visual acuity to arrange materials, observe movements of people, and read letters and numbers.
- Requires auditory ability to carry on conversations in person and over the phone.
- Requires ability to drive.



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### **Education and Experience**

- A high school diploma, or the equivalent, and four years of student recruitment experience.

### **Licenses and Certificates**

- Requires a valid driver's license.

### **Working Conditions**

- Work is performed in an office environment with minimal exposure to health and safety considerations.