

**DIRECTOR OF OUTREACH & COMMUNITY PARTNERSHIPS****DEFINITION**

Under general administrative direction, plans, oversees and coordinates outreach and recruitment operations and pursues and generates partnerships with community agencies and other public and private entities to generate enrollment of new and returning students from diverse backgrounds and educational levels.

**SUPERVISION RECEIVED AND EXERCISED**

Receives general administrative direction from a dean, vice president or designee.  
Provides direct supervision to technical staff, administrative support staff, as well as student employees and other staff as assigned.

**ESSENTIAL DUTIES**

- Plan, organize, manage and evaluate operational processes, including outreach and recruitment activities, goal development, budget management, assessments for program effectiveness, and program reviews.
- Work collaboratively with other departments and divisions to enhance and bolster outreach and recruitment efforts and to facilitate formation of strategic partnerships, focusing on collaboration and coordination.
- Coordinate and execute outreach initiatives and events, including college fairs, college nights, presentations, school visits, informational tables at community events and visits to potential partners.
- Work collaboratively to implement partnerships with K-12 feeders, private schools, community organizations and non-profits, faith-based entities support services for home schooling, workforce and business advocacy groups, industry partners and other potential sources of potential students; and maintain records of all such partnerships and potential partnerships-in-pursuit so that efforts across various units of the college are coordinated, efficient, and tracked.
- Work collaboratively with Modesto Junior College Public Relations team to develop creative print materials and online copy, and expand digital advertising and recruitment content and strategies.
- Develop, supervise, and evaluate assigned staff.
- Establish and implement a process for systematic review and evaluation of assigned operations, offices, activities, programs, units, etc. Utilize data, outcomes and recommendations to improve, strengthen and enhance operations, services to cultivate a high quality, student focused, student experience.
- Participate in the development, implementation and evaluation of plans, programs and initiatives related student success and equity.
- Assist with the creation, preparation and maintenance of detailed and comprehensive reports, records and files regarding programs, operations and activities.
- Procure, launch and operationalize use of a Customer Relationship Management (CRM) system; oversee training of all users and have primary responsibility for management of the CRM.

- Serve on college, district, regional and state-wide committees, work-groups, task-forces, etc.
- Perform other duties as assigned.

## **MINIMUM QUALIFICATIONS**

*To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The Education/Experience, Knowledge and Ability requirements are representative of essential duties. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of the position.*

### **Education and Experience:**

- **Education:** Bachelor's degree from an accredited college or university with major coursework in related fields, such as Business Administration, Education Administration, Educational Leadership, Business Organization, Marketing, Communication, Data Science or Data Analytics. A Master's degree is desired.
- **Experience:** Three years of increasingly responsible professional/management level experience in an educational setting that demonstrates ability to work with a diverse student body, and the initiative to develop and create new programs and collaborative services.

### **Knowledge of:**

- The diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students
- Practices and procedures necessary to administer effective and supportive student services.
- Applicable state, federal and District laws, regulations, policies and procedures relating enrollment services and student records
- Federal and state student privacy laws
- Student assessment practices; statistical methods in assessment; assessment processes.
- Principles of human resource management and leadership including effective employee evaluation and staff development techniques.
- Educational programs and organizations
- Records management techniques
- Operation of computer, peripherals and software programs, including student information systems, database management, spreadsheet, word processing and specialized software related to area of assignment, including capabilities and limitations.
- Data analysis and processing, and word processing programs
- Marketing, promotion and public relations techniques.

### **Ability to:**

- Demonstrate sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students
- Encourage professional excellence among the staff and promote an organizational culture of customer service innovation, and quality services.

- Independently plan, organize and complete clearly defined assignments with minimal supervisory control or detailed instruction Read, understand, analyze, and apply complex written materials and specialized technical and administrative principles, practices, and procedures related to assigned administrative related functions
- Communicate effectively with diverse constituencies, within and outside the district.
- Demonstrate strong interpersonal skills including tact, patience and diplomacy
- Exercise sound judgment in the performance of duties.
- Manage diverse groups of staff
- Motivate staff to achieve common goals and objectives; effectively making change, when necessary.
- Continually improve the efficiency and effectiveness of practices, procedures, etc.
- Demonstrate strong decision making and organizational skills
- Demonstrate effective oral and written communication skills to include public speaking
- Coordinate, plan and organize work effectively.
- Research, gather, analyze, interpret, compile, evaluate and verify a variety of data and information
- Work independently, use independent judgment and take initiative in developing an effective course of action to resolve conflicts, develop solutions, and resolve problems
- Plan, organize and complete assignments with limited supervision, while meeting deadlines
- Manage assignments and projects under time pressure • Astute at using good judgment in analyzing situations.
- Communicate effectively in both oral and written form to express difficult and complex concepts clearly and concisely

#### **LICENSES AND CERTIFICATES:**

- Possession of a valid California Motor Vehicle Operator's License.

#### **PHYSICAL AND MENTAL STANDARDS:**

- **Mobility:** ability to sit for long periods, move about an office, stand occasionally, reach above and below desk level.
- **Dexterity:** fine manipulation sufficient to operate a keyboard, handle individual papers, write and take notes.
- **Lifting:** occasional lifting of papers, files, equipment and material weighing up to 25 pounds.
- **Visual Requirements:** close vision sufficient to read files, documents, and computer screens and do close-up work; ability to adjust focus frequently.
- **Hearing/Talking:** ability to hear normal speech, speak and hear on the telephone, and speak in person.
- **Emotional/Psychological Factors:** ability to make decisions and concentrate; frequent contact with others including some public contact; frequent deadlines and time-limited assignments.

**TYPICAL WORKING CONDITIONS**

- Work is generally performed in a standard office environment.
- Work may require evening and weekend hours.
- Travel to other District facilities required

*Class Adopted: 06/06/2022*

*Class Amended:*