

## RECRUITMENT AND OUTREACH TECHNICIAN

### GENERAL DESCRIPTION OF CLASS

Under the direction of an administrator or manager, performs various information and recruitment activities in support of the District's outreach and recruitment goals. Works effectively with diverse populations and effectively assists current and potential students.

**REPRESENTATIVE DUTIES:** The duties recorded below are representative of the duties of the class and are not intended to cover all the duties performed by incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related or a logical assignment to this class. The essential duties of the class are indicated with an asterisk \*.

**BASIC FUNCTION:** The duties of this classification may involve performing the most technical and difficult tasks, requiring specialized or advanced skill in one or more areas of the work assigned. The duties below are not inclusive but characteristic of the type of work associated with the class. Individual positions may do all or some combination of the duties listed below as well as other related duties.

1. Coordinates recruitment activities for the college; assists with the development of recruitment plans in collaboration with other recruitment and outreach technicians and recruitment teams. \*
2. Contacts potential students, helps prospective students understand the matriculation process, and hosts application workshops and admissions presentations to inform and assist prospective students with the matriculation process. \*
3. Establishes and maintains year-long, campus-wide calendar of recruitment and outreach activities and special events. \*
4. Works with Institutional Advancement and other departments to develop recruitment materials. \*
5. Provides targeted recruitment of educationally and economically disadvantaged students in accordance with the District's Student Equity plan and/or LEAD ESL Department(s).\*
6. Serves as liaison to local high schools; organizes and distributes District/college information; participates in outreach and recruitment activities such as college site visits; builds, establishes, and maintains ongoing contacts with local high schools and/or other participants; connects Butte College programs and services to high school counselors, students, parents, and staff. \*
7. Participates in domestic recruitment events, including but not limited to college fairs, career fairs, community events, virtual and/or in-person workshops and presentations, and other recruitment opportunities. \*
8. Serves as liaison between students and Admissions and Records to ensure accounting accuracy and timelines; assists with registering students in special programs such as College Connection, Concurrent Enrollment, and other programs associated with their direct supervisor. \*
9. Participates in student career fairs and other special recruitment functions on and off-campus; serves as the District's primary representative. \*
10. Assists students with enrollment, application, assessment, orientation, and registration processes. \*
11. Disseminates recruitment information to prospective students, high schools, community members, businesses, and institutions of post-secondary education; performs admissions presentations, application workshops, and other public events intended to

help prospective students access Butte College courses, faculty/staff, programs, and services. \*

12. Provides input and support for participation in various special campus activities. \*
13. Maintains close working relationships with District staff and Institutional Advancement, coordinates activities with other similar programs. \*
14. Prepares information and correspondence for students and other appropriate campus faculty and staff. \*
15. Assesses and identifies potential recruiting markets; keeps track of enrollment data; analyzes data to use for future recruitment and outreach strategies. \*
16. Interacts with diverse populations and constituencies in a wide range of situations requiring judgement, tact, and diplomacy. \*
17. May serve on a variety of District committees as requested.
18. May be required to work non-standard hours such as evenings and/or weekends due to special event participation related to the area of assignment.
19. Performs other duties that support the overall objective of the position.

## **MINIMUM QUALIFICATIONS**

### **EDUCATION/EXPERIENCE:**

- Associate degree\* in social science, business, interdisciplinary studies, or related discipline; **AND**
- Two (2) years of experience facilitating student recruitment and outreach responsibilities.
- Or, any combination of education and experience which would provide the required qualifications for the position.

\*Associate degree education equivalency is a 1 to 1 equivalency, one year of responsible work experience related to the classification for each full year (24-30 units) of college.

### **CERTIFICATES, LICENSES, REGISTRATION, SPECIAL AND/OR OTHER REQUIREMENTS:**

- Required to hold and maintain a valid driver license ‘**if and when**’ travel is required in the course of work.
- Required to travel for various off-site meetings, trainings, conferences, and/or events in support of the overall objective of the position.

### **DESIRED QUALIFICATIONS:**

- Experience assisting potential students in identifying their academic and career goals.
- Experience determining successful strategies for achieving goals.
- Experience with successful planning and implementation of outreach and recruitment activities and events.
- Experience working collaboratively with diverse constituencies.

### **KNOWLEDGE, SKILLS, AND ABILITIES: (May be acquired through education, training and/or experience.)**

#### **Knowledge of:**

- District and college policies, procedures, rules, and regulations related to the area of assignment.
- California Education Code and Title V as it relates to the area of assignment.
- Family Educational Rights and Privacy Act (FERPA).
- Rules, regulations, laws, and Board policies, and procedures governing the District.
- Federal, state, and local laws, rules, and regulations related to the area of assignment.

- Student services, programs, and available resources.
- Recruitment and outreach efforts utilized in a community college environment and higher education institutions.
- Methods and techniques to successfully provide services to students, and staff and program management.
- Principles and objectives related to public education operations, programs, and services.
- Statistics and research methodologies.
- Data extraction, collection, analysis, and reporting.
- Software applications and programs related to the scope of the assignment.
- Mobile devices and applications utilized by the District and/or college.
- Proper spoken and written English usage.
- Elements of proper grammar usage, spelling, vocabulary, and punctuation.
- Basic mathematics.
- Composing, proofreading, and preparing correspondence.
- Record-keeping, filing, file sharing, and filing system methods and techniques.
- Effective communication skills both verbally and in writing.
- Computer software programs, applications, databases, and Enterprise Resource Planning (ERP) systems; computer hardware and peripheral equipment related to the area of the assignment.
- Modern office practices, procedures, methods, and techniques.
- Microsoft Office Suite (Word, Excel, Outlook, and PowerPoint).

**Ability to:**

- Independently perform the essential responsibilities of the position.
- Understand and apply District and department policies and procedures related to the area of assignment.
- Integrate local, state, and federal laws and regulations related to the area of the assignment.
- Department and/or program policies and procedures.
- Read, understand, interpret, and apply rules, regulations, policies, and procedures related to the area of the assignment.
- Plan and coordinate the most effective use of resources to achieve department and/or program goals.
- Provide excellent written and verbal communication skills.
- Conduct effective trainings, workshops, presentations, and conferences.
- Use generally accepted methods for recruitment and outreach.
- Compile, organize, and use various financial information necessary in the preparation of budgets.
- Take initiative to complete projects and meet deadlines.
- Track recruitment efforts and results.
- Exhibit proper grammar usage, spelling, punctuation, and vocabulary.
- Extract, collect, organize, and analyze data; research and identify data inconsistencies.
- Prepare clear, concise reports, and recommendations.
- Exercise tact and diplomacy in dealing with sensitive and complex issues and situations.
- Understand and carry out verbal and written instructions and direction.
- Effectively communicate both verbally and in writing.
- Communicate clearly and concisely, both verbally and in writing.

- Maintain accuracy and pay close attention to detail in a fast-paced environment of changing priorities.
- Compile, organize, and use various financial information necessary in the preparation and monitoring of budgets.
- Update and maintain files, file sharing, filing systems, and records accurately and completely.
- Compose correspondence and reports.
- Use discretion and handle students, staff, and faculty in a diplomatic manner.
- Plan, organize, and prioritize workload to meet schedules and timelines.
- Independently apply good judgment in making sound and educated decisions.
- Make required mathematical calculations accurately.
- Maintain records accurately and with a high level of sensitivity and confidentiality.
- Remain calm and cooperative in confrontational situations.
- Update and maintain records, files, file sharing, and filing systems accurately and with confidentiality.
- Exercise problem solving and critical thinking skills related to the scope of authority.
- Utilize keyboarding skills commensurate with the required functions for this position.
- Effectively and fluently utilize computers to perform advanced-level document production including the complex formatting of documents, creating charts, establishing, and maintaining databases and spreadsheets.
- Utilize computer software programs, applications, and databases; computer hardware and peripheral equipment related to the area of assignment.
- Communicate with students, staff, and the public in person and via a variety of communication modalities using various technology resources.
- Work effectively with diverse populations.
- Establish and maintain effective and cooperative working relationships with those contacted in the course of work.

**RELATIONSHIPS WITH OTHERS:**

The incumbents in this class are in daily contact with department, college, District faculty, staff, administrators, students, vendors, and the public, as needed.

**SUPERVISION EXERCISED and/or RECEIVED:**

The incumbents in this class may provide work direction and/or guidance to lower-level staff, student workers, student assistants, and/or short-term, temporary employees.

The incumbents in this class receive general supervision from the assigned manager or other administrative superiors. Supervision is provided regarding interpretation and application of District, college, and/or department policies and procedures, applicable state and/or federal regulations. Work is usually performed independently and reviewed by supervisors as needed to ensure accuracy, completeness and compliance with practices and regulatory standards.

Incumbents in this class follow policies and guidelines as outlined by the District, college and/or departmental procedures, policies, and directives.

**PHYSICAL AND MENTAL DEMANDS:**

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Physical Demands**

While performing the duties of this classification, the incumbent is regularly required to sit, walk, and/or stand, speak, or hear, both in person and by telephone. Use hands repetitively to finger, handle, feel or operate standard office equipment; reach with hands and arms; and occasionally lift and carry up to 25 pounds. must frequently sit and/or stand for long periods of time; dexterity of hands and fingers to operate a variety of computer and office equipment, The incumbent may be required to bend at the waist, kneel and/or crouch; move about the college or District site(s). Specific vision abilities required by this job include close vision and the ability to adjust focus and view a variety of computer screens, printed documents, and instructions.

- **Mental Demands**

While performing the duties of this class, the incumbent is regularly required to use written and oral communication skills; read and interpret data, information and documents; analyze and solve problems; observe and interpret people and situations; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks; use math/mathematical reasoning; perform highly detailed work under changing priorities and deadlines on multiple concurrent tasks; work with frequent interruptions, and interact with District and/or college faculty, staff, management, administrators, students, educational institutions, and others encountered the course of work.

**WORK ENVIRONMENT AND CONDITIONS:**

- **Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The incumbent works under typical office conditions, and the noise level is usually quiet.

- **Working Conditions**

Work is performed primarily indoors where minimal safety considerations exist.

**Butte Glenn Community College District (BGCCD) IS AN EQUAL OPPORTUNITY**

**EMPLOYER:** To accomplish this job successfully, an individual must be able to perform, with or without reasonable accommodation, each essential function satisfactorily. Reasonable accommodations may be made to help enable qualified individuals with disabilities to perform the essential functions.

Butte Glenn Community College District is committed to creating a diverse workforce focused on equity, inclusion, and accessibility for all faculty, staff, administrators, managers, and students. The District is dedicated to building an environment that supports our diverse student populations providing opportunities to mentor, encourage, and prepare our students to be successful in the world and expose them to global perspectives. Our District community of professionals is devoted to enriching our students' lives by bringing to light a variety of ways to engage and discover their individual and collective paths through education.

**BGCCD is** committed to the principles of equal employment opportunity. It is the District's policy to ensure that all qualified applicants for employment and employees have full and equal access to employment opportunities and are not subject to discrimination in any program or activity of the District on the basis of ethnic group identification, race, gender, color, language, accent, citizenship status, ancestry national origin, age, sex, religion, sexual orientation, gender identity, parental status, marital status, veteran status, physical or mental disability or medical condition, or on the basis of these perceived characteristics.