

PERALTA COMMUNITY COLLEGE DISTRICT - November 2020

CLASSIFIED JOB DESCRIPTION

**PROGRAM SPECIALIST/OUTREACH & RETENTION
(HSI -CONOCIMIENTO LOS CAMINOS)
SEIU Local 1021 Salary Range 75
Job Code: 164**

CLASS PURPOSE

Under general supervision of the Director of HSI, the Program Specialist is responsible for implementation and oversight of outreach and retention efforts that promotes college's Conocimiento Los Caminos visibility; engage Latina, Latino and Latinx students and community; develop partnerships with middle schools, high schools, and adult schools; and networks with other educational community agencies or non-profits.

WORK SCHEDULE

This is normally a full-time position with a work schedule of five days and 40 hours/week. Duties are performed 12 months a year. May be required to work some evenings and Saturdays during peak periods, such as registration, audits, fiscal year end, graduation, etc.

EXAMPLES OF ESSENTIAL DUTIES:

Any one position may not include all of the duties listed nor do listed examples include all tasks which may be found in positions of this class. To perform this job successfully, an individual must be able to perform each essential duty of the position satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions required for the position.

- Maintains a master calendar of HSI related campus and HSI partnership events and updates the College HSI website.
- Develops bilingual (English and Spanish) promotional materials and correspondence for prospective students and families; disseminates college and financial aid brochures and other materials as required.
- Compiles data, maintain records, and prepare correspondence, reports, and other written material using a variety of software such as word processing, spreadsheet, database, and website management.
- Identifies marketing opportunities and facilitates the College's presence at public events and with the Latinx community.
- Initiates, coordinates and makes public presentations promoting the College's HSI: Conocimiento Los Caminos program and financial aid information to high schools, civic and community, industry and professional organizations.
- Assists high school students and potential students with CCCApply application, and completing enrollment forms related to admissions and financial aid (FAFSA and CA Dream Act).

Job Description: Program Specialist/Outreach & Retention (HSI)

- Leads bilingual campus tours (in person and virtual) and college/ financial aid workshops for prospective students and their families.
- Assists in planning and organizing the daily activities of the La Comunidad Center.
- Plans, organizes, evaluates, and promotes activities and events for the HSI: Conocimiento Los Caminos Program in consultation with the Director of HSI and HSI Counselor.
- Assist efforts to increase retention of Latina, Latinx and Latino, Undocumented and Black students per the College's Student Equity and Achievement plan.
- Provides information and support to identified high schools to complete the dual enrollment process
- Assist with oversight of HSI operational budgets, including personnel action forms, requisitions, supply invoices, etc.
- Coordinates and interfaces with vendors and consultants in order to help ensure successful execution of events, activities and programs.
- Performs other related duties as required.

MINIMUM QUALIFICATIONS

1. A bachelor's degree in one of the social sciences, business, or related field and one year of para-professional or professional experience involving planning, organizing, administering, coordinating, or promoting of programs or projects in the designated area; or any combination of training and/or experience that could likely provide the desired knowledge and abilities.
2. Ability to prepare and maintain accurate and complete records and reports.
3. Demonstrate proficiency with software programs such as desktop publishing, word processing, and spreadsheets
4. Experience with event coordination.
5. Ability to draft professional correspondence
6. Applicant must have demonstrated cultural competency, sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of community college staff, faculty, and students.

DESIRABLE QUALIFICATIONS

- Knowledge of Latina, Latinx. and Latino serving community agencies, and resources
- Knowledge of barriers and systemic challenges impacting Latina, Latinx and Latino student outcomes
- Knowledge of marketing strategies related to Latina, Latinx and Latino student and family recruitment
- Communicate effectively both orally and in writing in English and Spanish

Job Description: Program Specialist/Outreach & Retention (HSI)

- Demonstrate effective public speaking and presentation skills
- Ability to maintain effective working relationships
- Ability to evaluate and make recommendations on improvements to existing activities and operations
- Knowledge of policies and procedures relevant to Admissions & Records, Enrollment, and Financial Aid
- Experience managing professional social media presence
- Experience with webpage design
- Knowledge of organization and operation of community college outreach programs

ENVIRONMENTAL DEMANDS

- Occasional work performed alone
- Constant work around and with people

PHYSICAL REQUIREMENTS

- Occasional standing, walking, stooping, kneeling, squatting, and climbing stairs
- Occasional lifting and carrying up to 15 lbs.
- Occasional pushing and pulling up to 20 lbs.
- Occasional twisting of body
- Occasional use of manual dexterity
- Occasional use of tactile acuity
- Occasional use of visual acuity from a distance, with depth, and for color
- Frequent work at a rapid pace
- Frequent reaching, high, low, and level
- Frequent audio acuity at all ranges, including speech
- Frequent visual acuity for reading
- Constant sitting
- Constant use of clear oral communication

TOOLS AND EQUIPMENT USED

- Standard Office Equipment.

Revised: N/A