



**EDMONDS COMMUNITY COLLEGE
Invites applications for the position of:**

OUTREACH AND RECRUITMENT SPECIALIST (2 positions)

Edmonds CC is committed to diversity, equity, and social justice. The college values its talented, diverse workforce and seeks to attract, hire, and support employees who consistently and actively embrace diversity and equity. We are intentional about social justice -- the active engagement toward equity and inclusion that addresses issues of institutional, structural, and environmental inequity, power and privilege.

OPENING DATE: March 23, 2016

CLOSING DATE: April 21, 2016 at 6:00 p.m. Pacific Time

SALARY: \$43,878 - \$48,444 per year

DESCRIPTION:

The Outreach and Recruitment Specialists at Edmonds Community College (EdCC) is responsible for representing the college in the community for the purposes of recruiting new students, adult learners, and networking with K-12 and community partners to attract a diverse student body and to help meet the college's enrollment goals. These positions assist in planning, developing, and implementing student recruitment and outreach efforts in coordination with the Director of Admissions, Testing and Outreach team, to attract a diverse student body and to help meet the college's enrollment goals. Key to the effort is the development and maintenance of a tracking and communication system with prospective students to facilitate enrollment. The incumbent should have strong analytical and customer service skills, excellent problem-solving ability, make sound judgments, and be self-motivated and goal-oriented. He/she must be highly organized and able to manage multiple priorities simultaneously. The incumbent must have the ability to work effectively with populations representing diverse social, economic, cultural, ideological, and ethnic backgrounds, life experiences and abilities, including community members, students, faculty, and staff. The incumbent is expected to demonstrate direct knowledge of the community college mission, offerings, and student base, and to innovate and advocate for organizational change.

Responsibilities will include:

- Represent the college at high schools, fairs, expos, and community events to provide information about EdCC programs, degrees and certificates, and enrollment processes.
- Provide presentations in the community about the benefits of attending Edmonds Community College, program offerings, and enrollment processes.
- Foster and maintain strong relationships with community partners including area industry leaders, local Chambers of Commerce, non-profit partner agencies and others.
- Intentionally foster relationships with the Latino community for the recruitment of Latino students. Outreach to Latino community organizations, provide an EdCC presence at Latino cultural events, presentations about EdCC opportunities to families, K-12 students, and ESL populations.
- Plan, develop and implement campus recruitment-related promotional events, as directed by the Director of admissions Testing and Outreach.
- Participate in College-wide Recruitment Work Group to develop, coordinate, and implement outreach and recruitment plans and activities consistent with college and program goals.

- Collaborate with the Student Services team, Communications and Marketing team, and program faculty to develop outreach and recruitment strategies, tactics, and processes in support of, or in addition to, the college recruitment plan.
- Collaborate with Workforce Development and Professional Technical programs to identify, plan, and implement a cyclical schedule of outreach and recruitment activities including meeting and working with specific industries, businesses, professional groups, local schools, and community-based organizations.
- Collaborate with Communications and Marketing team to develop and print communications for groups of identified prospective students.
- Develop and maintain a tracking system to follow up with prospective students to facilitate enrollment through identified communication plans.
- Respond to prospective student inquiries that are received through the college's web site.
- Maintain thorough knowledge of college programs, processes, and services in order to effectively guide prospective students through the enrollment process.
- Evaluate recruitment strategies and tactics, and make recommendations for change.
- Establish and maintain relationships with community groups, agencies, and business that offer opportunities for referrals/recruitment and/or works with other campus representatives to facilitate referrals/recruitment.
- Represent the college at recruitment events and host campus tours and visits as needed.
- Other duties as assigned by the Director of Admissions, Testing and Outreach.

This is an exempt position reporting directly to the Director of Admissions, Testing and Outreach.

For information on how to apply, please see **Application Procedures and Required Documents**, below.

REQUIRED QUALIFICATIONS:

- Bachelor's degree.
- Two years of experience in outreach, recruiting, admissions, advising, marketing, sales, or public and/or community relations.

DESIRED QUALIFICATIONS:

- Excellent verbal and written communication skills, and ability to develop and deliver effective public presentations.
- Working knowledge of social media, Microsoft Office software, and Google Docs.
- Previous college outreach, recruitment or marketing experience.
- Experience using a customer relationship management (CRM) system to communicate with prospective students, and track actions and results.
- Proven ability to perform individually, and as part of a collaborative team.
- Bilingual skills a plus, preferably in Spanish, Korean, Vietnamese, Russian, Ukrainian or Arabic.
- Ability to work effectively with populations representing diverse backgrounds, life experiences and abilities.

PHYSICAL WORK ENVIRONMENT:

Work environments vary and can include office settings, event staffing, and local daytime travel. Some evening and weekend hours are required. The ability to use a telephone, personal computer, and other electronic technology including expertise with word processing, spreadsheets, PowerPoint presentations, and databases is required. This position will need to occasionally lift, transport, and set up/break down recruiting materials, tables, chairs, and tents. Reliable transportation is required.

COMPENSATION:

The salary will be based on the current administrative/exempt salary schedule, with placement based on education and related experience. The starting salary range is \$43,878 - \$48,444 per year for a 12-month work schedule. The college provides an excellent benefits package including 24 vacation leave days per year.

CONDITIONS OF EMPLOYMENT:

- You must document your citizenship or employment authorization within three days of hire.
- Position is subject to a criminal background check.
- *All new positions are contingent upon funding.*

APPLICATION PROCEDURES AND REQUIRED DOCUMENTS:

All applicants must apply online. No paper submissions or emailed materials will be accepted. In addition to completing your online application and supplemental questions (please provide thorough responses), the following documents should be included with your application:

1. Responses to supplemental questions. (These questions reflect the Required and Desired Qualifications and will be screened. Please provide thorough responses.)
2. Current resume.
3. Names and contact information for three additional references.
4. Two current letters of recommendation. (If you have these letters, please attach them to your online application. If they are presently unavailable, do not send them to us. Bring them with you if you are contacted for an interview.)
5. For Veterans' preference, please scan and attach your DD214, Member-4 form.

To apply, go to www.edcc.edu/hr and click on Current Job Openings.

ABOUT THE COLLEGE:

Established in 1967, Edmonds Community College is a public, two-year, state community college. It strengthens our diverse community by helping students access educational and career opportunities in a supportive environment that encourages success, innovation, service, and lifelong learning. It serves more than 20,000 students annually, including more than 1,400 international students from 62 countries. The college offers 68 associate degrees and 58 professional certificates in 29 programs of study. Its highest enrolled programs are the Associate of Arts/Associate of Science degrees, Paralegal, Allied Health (pre-nursing degree), Business/Accounting, Construction Management, and Culinary Arts. The college is located in the center of the growing south Snohomish County communities of Edmonds, Lynnwood, Mountlake Terrace, Brier, Mill Creek, Mukilteo, and Woodway. For more information, visit www.edcc.edu.

EEO/AFFIRMATIVE ACTION STATEMENT:

Edmonds Community College is an equal opportunity employer and assures equality of treatment in educational and employment opportunities without regard to race, color, religion, national origin, sex (gender), disability, sexual orientation, age, citizenship status, marital status, veteran status, or genetic information. Applicants with disabilities who require assistance with the recruitment process may call 425-640-1470 or 425-640-1832, or email jobs@edcc.edu, and accommodations will be made to the extent reasonably possible. The Human Resources Office is accessible to persons with disabilities.