

PERALTA COMMUNITY COLLEGE DISTRICT – 2025

CLASSIFIED JOB DESCRIPTION

OUTREACH COORDINATOR

SEIU Local 1021 Salary Range: 095

Job Code: 1117

CLASS PURPOSE

Under general supervision of the Dean of Student Success and Equity, the Outreach Coordinator is responsible for the implementation and oversight of outreach and recruitment efforts that promote the College's instructional programs, learning communities, and student services. This role is essential in building strong pipelines with local schools, community-based organizations, and prospective students, with an emphasis on equity and access.

(Positions assigned to this classification are professional level positions which support and are funded by a categorically funded program/project. Continuation of the position is contingent upon refunding of the program/project).

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. Will be required to work some evenings and weekends during peak periods, such as registration, outreach events, or community functions.

EXAMPLES OF ESSENTIAL DUTIES:

The Americans with Disabilities Act (ADA) requires the district to identify the essential duties/functions of the position. Any one position may not include all 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.

- Develop and maintain a college-wide outreach and recruitment calendar.
- Coordinate targeted outreach in alignment with the College's Enrollment Management and Equity plans.
- Conduct presentations and lead tours for high schools, adult schools, and community organizations.

JOB DESCRIPTION: Outreach Coordinator

- Assist prospective students with CCCApply, FAFSA, Dream Act, and onboarding processes.
- Represent the college at events, workshops, and conferences in the community.
- Support outreach and recruitment for learning communities such as Umoja, Puente, A2MEND, and ROC.
- Track outreach data, maintain records, and prepare reports to inform outreach strategies.
- Develop and maintain relationships with feeder high schools and local partners.
- Assist with onboarding and welcome center support.
- Collaborate with student services, marketing, and academic departments to leverage social media, outreach marketing and digital communications in support of college-wide recruitment efforts.
- Perform other related duties as required.

MINIMUM QUALIFICATIONS

- A bachelor's degree in one of the social sciences, business, or related field and one year of paraprofessional 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.
- Ability to prepare and maintain accurate and complete records and reports.
- Demonstrated proficiency with software programs such as desktop publishing, word processing, and spreadsheets.
- Event coordination experience.
- Ability to draft professional correspondence
- Applicants 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

- Experience with CCCApply, Financial Aid, and California Community College onboarding systems.
- Experience supporting or working within college learning communities (e.g., Umoja, Puente, A2MEND).
- Bilingual fluency in English and another language common in the local community (Spanish, Cantonese, etc.).

JOB DESCRIPTION: Outreach Coordinator

- Public speaking and presentation experience in diverse settings.
- Strong collaboration and interpersonal communication skills.
- 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.
- 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.