

# COLLEGE OF CENTRAL FLORIDA

## JOB DESCRIPTION

JOB TITLE: OUTREACH SPECIALIST (XCEL-IT Grant Funded -3 year limited)

PAY GRADE: C-8

OVERTIME STATUS: NON-EXEMPT

### MAJOR RESPONSIBILITY:

The outreach specialist provides administrative support and assists the College Reporting Manager in serving students, employers, and building relationships with the community.

At the College of Central Florida, our vision is "To be the first choice for quality higher education in our community." We aim to accomplish this by providing a caring and exceptional learning environment that fosters the success of our students and community. Candidates considering becoming part of the CF family must be able to embrace and model this philosophy in their day-to-day responsibilities and demonstrate our standards: professional, responsive, informative, dependable and engaged.

### PREREQUISITES FOR POSITION (Qualification Standards):

1. Education or training: Associate degree required. Bachelor's degree preferred
2. Years of experience in field: Minimum of two years experience in an educational environment or marketing position required.
3. Special skills or abilities related to position: Demonstrated ability to work with people and to deal effectively with outside agencies, college administrators, employees, students, the public and local industry. Excellent organizational, written and oral communication skills. Ability to manage multiple tasks and meet deadlines. Strong interpersonal skills and the ability to effectively communicate with a wide range of individuals and constituencies in a diverse community. Ability to make presentations to small and large groups. Ability to plan and track schedule and work independently away from the office. Proficient in Microsoft Office Suite, Outlook and Social Media sites.

### ESSENTIAL JOB FUNCTIONS:

1. Develop, measure, and regularly report accurate and organized results of activities on a monthly, quarterly and annual basis allowing evaluation of program goals.
2. Participate in events, speaking engagements and meetings designed to provide XCEL-IT program information to the community, employers and prospective students while representing the college and XCEL-IT.
3. Plan, coordinate and conduct activities and events associated with the XCEL-IT department such as advisory committee meetings and career chats.

Revised 03-16-15  
Revised 03-13-14  
New 11-4-13

ESSENTIAL JOB FUNCTIONS (continued):

4. Travel to in-district sites as needed. (Must have valid driver's license and reliable transportation.)
5. Establish strong, lasting partnerships with local industry, non-profit groups, college departments, etc.
6. Assist in identifying internship and employment opportunities for students.
7. Maintain working knowledge of current XCEL-IT certificate and related programs offer
8. Plan marketing activities and prepare marketing materials in order to promote outreach events.
9. Develop marketing messages and distribute them regularly through Constant Contact and social media.
10. Familiar with realities and limitations of those residing in rural areas.
11. Must understand and comply with all reporting requirements of the XCEL-IT grant consortium and federal agencies.
12. Must be able to work flexible hours, including evenings and /or Saturdays.
13. Support XCEL-IT staff in achieving grant deliverables.

(These essential job functions are not to be construed as a complete statement of all duties performed.)

PHYSICAL DEMANDS:

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

- Acceptable eyesight (with or without correction)
- Acceptable hearing (with or without hearing aid)
- Ability to communicate both orally and in writing on a telephone and on a computer for extended periods of time.
- Routinely requires sitting at a desk and viewing a display screen for extended periods of time
- Ability to access, input, and retrieve information from a computer or other electronic device
- Routinely requires Walking, Standing, Sitting, Kneeling, Stooping, Reaching up, Twisting and Bending.

ENVIRONMENTAL CONDITIONS:

- Works inside in an office environment.

(Reasonable accommodations will be made for otherwise qualified individuals with a disability.)

PRIMARY LOCATION OF JOB: Ocala Campus

SUPERVISOR OF POSITION: XCEL-IT College Reporting Manager