

Outreach Specialist
South Orange County Community College District

Direct Link: <https://www.AcademicKeys.com/r?job=260445>

Downloaded On: Dec. 1, 2025 8:53am

Posted Jul. 30, 2025, set to expire Jan. 28, 2026

Job Title Outreach Specialist

Department

Institution South Orange County Community College District
Mission Viejo, California

Date Posted Jul. 30, 2025

Application Deadline Open until filled

Position Start Date Available immediately

Job Categories Professional Staff

Academic Field(s) Administration - Other

Job Website <https://www.schooljobs.com/careers/socccd/jobs/5024244/outreach-specialist>

Apply By Email

Job Description

Application Instructions:

- Complete all sections and fields on the application and attach all required documents – incomplete applications may not be considered.
- Include all relevant education, training, and/or experience on the application.
- Do not include any personally identifiable, confidential, or otherwise unrequested information that does not pertain to job related factors (e.g., social security number, date of birth, pictures, etc.) on your application or attached documents.
- For job postings with a close date, all applications received by 11:59 PM (Pacific Time) on the job posting close date, will receive consideration.
- For job postings with an initial screening date, all applications received by 11:59 PM (Pacific

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Time) on the job posting initial screening date, will receive priority consideration; however, typically the job posting will remain open, and continue to accept applications, until the position is filled.

- For job postings requiring professional references, include at least three (3) professional references from the following categories:
 1. Current department chair(s) (for faculty) or supervisor(s);
 2. Previous department chair(s) (for faculty) or supervisor(s) (from within the past five (5) years);
 3. Master's thesis or Doctoral Dissertation advisor or supervisor (for faculty);
 4. Colleague(s) or co-worker(s) who can address professional competency and skills relevant to the position; and/or
 5. Other professional references.

Please note, professional references are typically contacted when a candidate is selected for, or as a finalist for, a position.

Description

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

SUMMARY DESCRIPTION

Under direction from assigned supervisory or management staff, performs a variety of highly responsible and specialized duties related to participating in the planning, development, organization, coordination, and implementation of marketing, outreach, and retention/re-engagement programs, services, operations, and activities to recruit, assist, and retain community college students; assists in the selection and distribution of promotional and marketing materials related to outreach; provides information and guidance to prospective or future students of Saddleback College and Irvine Valley College, which would include orienting them with higher education opportunities and programs, preparing prospective or future students for a successful transition to a college, referring potential/current students for assessment (when

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appropriate), referring potential/current students to Counseling for academic advising, and providing general information and support to current and potential college students in an effort to retain current students, re-engage former students, and promote our programs to new prospective students; ensures compliance with District and college policies and applicable state and federal laws and regulations related to college functions including outreach and onboarding/transition..

DISTINGUISHING CHARACTERISTICS

This class is distinguished from similar classifications in that positions assigned to this class are categorically funded, not financed by District funds. Positions in the Program Outreach Specialist are distinguished from the Outreach Specialist by the responsibility for serving student subgroups who may be disproportionately impacted by college practices, programs, or services.

REPRESENTATIVE DUTIES

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

Assist management and supervisory staff as well as faculty and administrative leaders in coordinating high school outreach and other public and community relations efforts for the purpose of encouraging prospects and applicants to apply to and enroll at the college; develop and implement appropriate methods and procedures to optimize efficient and effective delivery of services to potential and enrolled students as well as in the retention of students and re-engagement of former students.

Perform a full range of highly responsible and specialized duties related to participating in the planning, development, organization, coordination, and implementation of the operations and activities of the assigned college's outreach efforts; create, coordinate, and present student orientation and transition activities designed to prepare students to be successful in college; coordinate all college outreach efforts to ensure staff coverage is consistent; identify and schedule all outreach opportunities and advertising sites; maintain calendar of outreach and marketing activities related to area of assignment.

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Develop relationships within K-12 school districts, industry, and community entities from which to recruit potential students; ensure a favorable image of the college through organized marketing campaigns and information dissemination.

Assist in the conduct of in-person and online market surveys of potential and current students; utilize information to improve outreach and onboarding/transition programs and services. Update, maintain and utilize recruitment database of prospective students, current students, former students, and applicants as part of a comprehensive student relationship management system to provide follow-up services and/or referrals related to their enrollment needs; compile data for reports and provide regular updates on recruitment efforts; and assist with assessment of administrative unit reviews (AURs).

Assist Public Information and Marketing staff in establishing marketing plans related to outreach activities and services; assist Public Information and Marketing staff in coordinating marquee recruitment announcements; assist in the development and evaluation of new or improved public relations and marketing goals, objectives, policies, and procedures related to area of assignment.

Conduct orientation, onboarding, and transition sessions as well as answer informational questions that orient and guide potential students to what higher education and the college has to offer, both on and off campus and provide information concerning the college's academic success efforts and support services that address the student's academic and personal goals; participate in activities to expand and enhance the Student Ambassador Program and to support the Student Mentor Program.

Perform a variety of specialized duties involved in the matriculation processing of new, continuing, and returning students; work closely with other District departments and staff to ensure smooth implementation and coordination of onboarding/transition activities to support a successful transition from K-12 to higher education or from work to higher education; interpret and communicate matriculation policies, procedures, regulations and other information.

Serve as key member and/or chair of outreach and marketing task forces and committees as assigned including those related to the accomplishment of marketing/outreach goals and those related to various events.

Participate in the development and implementation of new and innovative outreach marketing activities, such as financial assistance workshops for parents/students and outreach by ASG members to high school leaders; coordinate high school concurrent enrollment recruitment; lead

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campus tours of visiting dignitaries; conduct campus tours for prospective students and their parents.

Assist in the development and review of all outreach related promotional materials intended for general distribution; research, recommend, coordinate the acquisition of, and maintain an inventory of appropriate college promotional giveaways and outreach items; select, order, and secure all giveaways and oversee the storage, delivery, and use of items.

Work with the graphics department to develop, produce, and maintain an inventory of a variety of marketing and promotional items such as graphic designs and artwork, logos, signs, posters, flyers, brochures, and other outreach materials.

Respond to outreach and matriculation requests for information; serve as a campus matriculation policy resource and liaison, as directed.

Make oral presentations about the benefits of both higher education and the college to students, parents, counselors, and professional colleagues at various gatherings; promote access to college programs and student support services; conduct workshops to provide specialized information regarding assigned outreach programs and related student services. Refer to Counselors for group or individualized academic, career, and transfer advising.

Provide information to K-12 students, community members, and potential new college students.

Work with the college webmaster to provide outreach, recruitment, and guidance updates and enhance the college website.

Assist with recruitment, hiring, training, scheduling, assigning, supervising, mentoring, evaluating, and coordinating the work of part-time outreach staff and a core of Student Ambassadors; ensure professional staff coverage for planned outreach events.

Provide training to EOPS, Financial Aid, Student Ambassadors, Student Mentors, and Counseling outreach staff in the college application and matriculation process.

Communicate with District and college administrators and support personnel, representatives of state and federal agencies, educational institutions, social service organizations, counselors, and others as directed to coordinate programs and activities.

Prepare, maintain, collect, compile, and maintain statistical information and other data related to

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outreach services provided to potential and enrolled students and the number of students served; review and certify the accuracy of data concerning program participation; analyze and evaluate data, identify trends, and develop recommendations for improved services and outcomes.

Participate in the development and implementation of an outreach tracking program; prepare statistics and monthly reports of outreach activities.

Assist in the preparation of data related to matriculation, outreach and advisement costs; prepare recommendations and justifications regarding budget requests; authorize expenditures according to District policies and applicable regulations; serve as liaison with ASG, EOPS, and Financial Aid to ensure the most efficient use of BFAP and ASG funds for outreach and marketing programs and services.

Perform related duties as required.

QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

Principles and procedures used in community college outreach and matriculation programs and services.

Student recruitment and retention strategies and techniques.

Basic public information, public speaking, community relations, and marketing principles and practices.

Methods and techniques used in conducting promotional and information sessions for current and prospective students.

Paraprofessional guidance techniques used to assist students.

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Operational characteristics, services, and activities of the functions, programs, and operations of the assigned program area.

Matriculation requirements and procedures at a community college.

Pertinent federal, state, and local laws, codes, and regulations including Title V matriculation requirements.

Transcript evaluation techniques.

Confidentiality requirements when dealing with personal and sensitive student information.

Principles, practices and procedures of fiscal, statistical, and administrative research and report preparation.

Statistical procedures and mathematical concepts.

Principles, practices, and procedures of business letter writing and report preparation.

Recordkeeping methods and procedures.

Principles and practices used to establish and maintain files and information retrieval systems.

Diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of community college students.

Office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets, and databases.

Work organization principles and practices.

Interpersonal skills using tact, patience, and courtesy.

Principles and practices of providing training, work direction, and guidance to lower-level office staff and student workers.

English usage, grammar, spelling, punctuation, and vocabulary.

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Ability to:

Understand the organization and operation of the assigned program area as necessary to assume assigned responsibilities.

Understand, interpret, and apply administrative and office policies and procedures as well as pertinent laws, regulations, and ordinances.

Perform responsible and difficult specialized duties involving the use of independent judgment and personal initiative.

Participate in planning, developing, organizing, coordinating, implementing, directing, and evaluating comprehensive outreach programs to attract, enroll, orient, assist, and retain community college students.

Assist in developing, implementing, and evaluating public relations and marketing goals, objectives, policies, and procedures related to outreach.

Maintain current knowledge of student outreach, enrollment, matriculation, and retention programs for a community college.

Participate in the preparation and administration of budgets for assigned program areas.

Effectively work with faculty, staff, the general public, and the community to assess and respond to their needs.

Work effectively with others to achieve common goals including student recruitment and retention.

Analyze problems, identify alternative solutions, and project consequences of proposed actions and implement recommendations.

Recruit, select, hire, train, mentor, supervise and evaluate the performance of assigned personnel.

Collect, compile, and analyze detailed data related to assigned functions.

Prepare oral and written reports and recommendations.

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Perform responsible and difficult programmatic and administrative duties involving the use of independent judgment and personal initiative.

Respond to requests and inquiries from students, staff, and the public including regarding the interpretation of matriculation procedures and policies; effectively present information in person or on the telephone to students, staff, or the public.

Implement and maintain filing and record-keeping systems.

Maintain the security of confidential materials.

Independently compose and prepare correspondence and memoranda.

Plan and organize work to meet schedules and changing deadlines.

Establish goals and timetables to meet program needs.

Work within the policies, functions, and requirements of area of assignment.

Operate office equipment including computers and supporting word processing, spreadsheet, and database applications.

Adapt to changing technologies and learn functionality of new equipment and systems.

Use correct English usage, grammar, spelling, punctuation, and vocabulary.

Demonstrate interpersonal skills while using tact, patience and courtesy.

Work with and exhibit sensitivity to and understanding of the varied racial, ethnic, cultural, sexual orientation, academic, socio-economic, and disabled populations of community college students.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with those contacted in the course of work.

Report to work on a regular and consistent basis, as scheduled, to assigned job.

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EDUCATION AND EXPERIENCE GUIDELINES

Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education/Training:

Equivalent of Bachelor's degree from an accredited college or university with major course work in social sciences, liberal studies, communications, education, counseling, or a closely related field.

Experience:

Five years of increasingly responsible administrative and programmatic experience including three years of responsible matriculation, outreach, or other directly related work experience, preferably in an institution of higher education, including experience in a lead or supervisory capacity.

License or certificate:

A valid California driver's license and proof of insurability is required to drive a District or personal vehicle to other locations, such as local high schools, to conduct work.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Working Environment: Work is performed primarily in a standard office setting with occasional field trips, including those to local high schools and to attend meetings. Duties are typically performed at a desk or computer terminal; subject to noise from office equipment operation; frequent interruptions and contact in person and on the telephone with students, academic and classified staff, and others. At least minimal environmental controls are in place to ensure health and comfort.

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Physical Demands: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

Vision: See in the normal visual range with or without correction.

Hearing: Hear in the normal audio range with or without correction.

Supplemental Information

Range **131** of **CSEA** Salary Schedule

Work schedule: **Monday - Friday (8:00 AM - 5:00 PM)** - Schedule and shift are subject to change in accordance with the department's needs.

Required Documents: **Resume and Cover Letter**

Applications missing the required documents will not be considered.

Hours Per Week :**40**

Months: **12**

Notice to all Candidates for Employment:

The Immigration Reform and Control Act of 1986, Public Law 99-603, requires that employers obtain documentation from every new employee which authorizes that individual to accept employment in this country. The South Orange County Community College District (SOCCCD) will not sponsor any visa applications.

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Employees must reside in California while employed with the SOCCCD.

California Public Employees Retirement System and California State Teachers Retirement System:

A California Public Employees Retirement System (CalPERS) retiree may not accept employment until after the first 180 days of retirement. Anyone retired from CalPERS accepting permanent employment with the SOCCCD will be required to reinstate as an active CalPERS member. Please contact CalPERS for additional information regarding your retirement status.

Any active vested member of California State Teachers Retirement System (CalSTRS), who accepts employment with the SOCCCD to perform service that requires membership in CalPERS, is eligible to elect to continue retirement system coverage under CalSTRS

Disability Accommodations:

If you require special accommodations in the application and/or evaluation process, please notify Human Resources at least two (2) business days prior to the job posting close or initial screening date, by either calling (949) 582-4850 or sending an e-mail to hrinfodesk@socccd.edu.

Attendance Requirement:

All SOCCCD employees are required to report to work on a regular and consistent basis, as scheduled, to assigned job.

Campus Crime and Safety Awareness:

Information regarding campus crime and safety awareness can be found at www.ivc.edu or www.saddleback.edu. Paper copies are available in the Human Resources office upon request.

Non-Discrimination Notice:

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The SOCCCD provides access to its services, classes, and programs without regard to national origin, immigration status, religion, age, gender, gender identity, gender expression, race, ethnicity, color, medical condition, military and veteran status, genetic information, ancestry, sexual orientation, marital status, physical or mental disability, pregnancy, or because they are perceived to have one or more of the foregoing characteristics, or based on association with a person or group with one or more of these actual or perceived characteristics.

California Fair Chance Act:

The SOCCCD will consider qualified applicants with a criminal history pursuant to the California Fair Chance Act. You do not need to disclose your criminal history or participate in a background check until a conditional job offer is made to you. After making a conditional offer and running a background check, if the SOCCCD is concerned about a conviction that is directly related to the job, you will be given the chance to explain the circumstances surrounding the conviction, provide mitigating evidence, or challenge the accuracy of the background report.

Diversity, Equity, Inclusion and Equal Employment Opportunity:

The SOCCCD is looking for equity and inclusion-minded applicants who represent the full diversity of California and who demonstrate a sensitivity to the understanding of diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds present within our community.

The SOCCCD is committed to ensuring that all students have the opportunity to succeed in their classes and as such, to eliminating institutional barriers that disproportionately impact students of color. Irvine Valley College and Saddleback College are deeply committed to fostering an inclusive environment where students, staff, and faculty from diverse backgrounds can thrive academically and professionally.

Irvine Valley College (IVC) serves approximately 21,584 students, reflecting a rich diversity: 41% Asian, 2% Black/African-American, 21% Hispanic/Latino, 8% Southwest Asian and North African, 5% two or more races, and 21% White in Fall 2024.

Similarly, Saddleback College (SC) serves around 25,789 students, with demographics showing 12% Asian, 2% Black/African-American, 29% Hispanic/Latino, 5% two or more races, and 47% White in Fall 2024.

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These numbers underscore the importance of our commitment to eliminating equity gaps across all student demographics through implementing dynamic, student-centered practices and policies. To support the academic and career success of our diverse student body, we seek a candidate who will actively contribute to our mission of inclusivity and support. The ideal candidate's values will align with SOCCCD's goals for Diversity, Equity, and Inclusion (DEI) and Equal Employment Opportunity (EEO).

THE SOCCCD IS AN EQUAL OPPORTUNITY EMPLOYER

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

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