



**Job Title: Outreach & Recruitment Coordinator**  
**Part Time- Hourly**

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**DESCRIPTION**

Outreach and Recruitment Coordinator plans, coordinates, performs and evaluates outreach and recruitment services and partnerships in support of enrollment management goals and plans; serves as primary liaison between Rancho Cielo programs and local community groups, as related to recruitment activities. In addition, the Outreach and Recruitment Coordinator position may be used to help in order to fill other program-related assignments as needs arise.

The ideal candidate will share Rancho Cielo's commitment to serving our racially and socioeconomically diverse student population. Rancho Cielo serves approximately 175 participants per year, of which 100% fall under the federal standard for low-income families, all are Monterey County residents with the large majority coming from the City of Salinas. On average, 80% of our students are students of color. Rancho Cielo's mission and programs reflect the great responsibility that our campus has to the educational attainment and economic well-being of the surrounding community.

Examples of Essential Duties:

- Coordinates, plans, develops, recommends and implements policies and procedures related to student outreach
- Works closely with Rancho Cielo programs to provide program-specific outreach in order to develop comprehensive and coordinated outreach plans and recruitment activities that result in necessary enrollment goals
- Coordinates Rancho Cielo recruitment events and outreach activities, serves as the lead Rancho Cielo representative for outside community events that present outreach/recruitment opportunities (this requires some evenings and weekends)
- Provides updates to Deputy Director and program staff on recruitment numbers, demographics, etc.
- Surveys participants to obtain feedback, analyzes results and makes recommendations to improve or enhance future events
- Works cooperatively and effectively with individuals and students of diverse ethnic and educational backgrounds and with various segments of the RC community
- Recruits staff and students to represent RC programs and services for outreach events and activities
- Plans a master calendar of outreach activities and manages the recruitment budget
- Designs and coordinates an on-campus tour program for prospective students and families
- Coordinates family and parent engagement opportunities as appropriate
- Trains and directs the work of interns and student workers
- Develops and maintains databases to track success of efforts and students
- Operates a computer to compile 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
- Provides bilingual and/or biliterate services to monolingual and limited English-speaking students and families
- May attend conferences, meetings, and workshops, as appropriate

Demonstrated ability to:

- Plan, organize and carry out events and activities
- Represent RC in meetings with community groups and agencies serving RC's target population
- Make effective public presentations
- Organize work, attend to details, set priorities and meet critical deadlines
- Prepare reports, correspondence, and other written materials
- Communicate effectively both orally and in writing
- Exercise initiative and sound judgment within established guidelines
- Must be willing to work days, evenings and weekends at various service locations
- Experience working with diverse populations.

Have fun! Sense of humor and flexibility!

Qualifications and Requirements:

- Associate degree from an accredited college or university or equivalent units and three years of experience working with outreach and recruitment programs including one (1) year in a lead or coordinating capacity
- Bilingual/Biliterate in English-Spanish
- Demonstrated sensitivity to students with diverse academic, socio-economic, cultural and ethnic backgrounds and students with disabilities.

\*Additional education may be substituted for the experience on a year-for-year basis up to two (2) years.

Possession of California Driver's License and appropriate insurance

***All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, citizenship, disability or protected veteran status.***

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