



Classification Description

Job Title: Workforce Education Outreach and Events Coordinator

Pay Grade: 110

Job Code: 4307

FLSA Status: Exempt

Job Purpose

This position is part of the leadership team within the Division of Workforce Education in Academic Affairs. It supports the Division by planning, coordinating, and executing outreach initiatives and events to promote FSW programs. As a key liaison between internal and external stakeholders, this role facilitates engagement, fosters partnerships, and promotes the Division's initiatives.

General Responsibilities

Essential Functions

Develops and implements outreach/communication strategies to promote FSW programs and initiatives to target audiences, including students, educators, employers, and community members.

Identifies opportunities for engagement and collaboration with external organizations, including schools, businesses, government agencies, and community groups.

Utilizes various communication channels, including social media, email marketing, and print materials, to disseminate information, attract participants, and enhance partnerships.

Cultivates and maintains relationships with internal stakeholders, including faculty, staff, and administrators, to coordinate participation in College events and activities.

Establishes partnerships with external organizations, agencies, and community leaders to enhance the visibility and reach of FSW programs and initiatives.

Serves as a representative of FSW at community events, networking functions, and industry events to promote and advance College visibility and partnership opportunities.

Responsible for monthly Workforce Education newsletter, to include content, design, and distribution.

Collaborates with Program Directors and Coordinators on Outreach strategies for specific programs and opportunities.

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Collects feedback and evaluate the effectiveness of outreach efforts and events to inform future planning and decision-making.

Plans, organizes, and executes a variety of on-campus and community events to showcase FSW programs, including workshops, seminars, information sessions, and career fairs.

Coordinates logistics for events, including venue selection, scheduling, catering, equipment rental, and transportation arrangements.

Collaborates with internal teams and external partners to ensure seamless execution of events and adherence to established timelines and budgets.

Represents Workforce Education at various community events.

Serve on designated committees, as assigned.

Perform other related duties, as assigned.

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job- related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail in order to determine if she/he can perform the essential functions of this job with or without reasonable accommodation.

Knowledge, Skills and Abilities

Minimum Qualifications

Bachelor's degree from a regionally accredited institution of higher education.

Three (3) years full-time work experience in outreach, communication, relationship building, or events preferably in a higher education setting.

Appropriate combination of education and experience may be substituted.

Strong organizational skills and attention to detail, with the ability to manage multiple projects simultaneously and meet deadlines.

Excellent interpersonal and communication skills, with the ability to build relationships and collaborate effectively with diverse stakeholders.

Ability to travel independently within the College's five-county service district.

Strong collaboration skills and ability to work closely with all a variety of stakeholders.

Demonstrated ability to:

- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.

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- Exhibit a thorough knowledge of policies, procedures, and outside regulations pertaining to the position.
- Possess a working knowledge of operational and fiscal analysis techniques.
- Make presentations in front of various group sizes.
- Take initiative and independently plan, organize, coordinate and perform work in various situations where numerous and diverse demands are involved.
- Anticipate, investigate, and analyze problems and address them proactively.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with faculty, staff, students and the public.
- Work in a fast-paced, demanding environment.
- Work independently and follow through on assignments.
- Exhibit solid organizational skills and be detail oriented.
- Work with a variety of constituencies and be willing to contribute to a team effort.
- Exercise discretion and good judgment at all times and in all contexts and maintain confidentiality.
- Work effectively with all constituencies of the College.
- Collect, organize, analyze and present information in a meaningful manner.
- Collaborate and be effective working with diverse populations.

Critical Skills/Expertise

All employees are expected to:

- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.
- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.
- Demonstrate the ability to respond to supervision, guidance and direction in a positive, receptive manner and in accordance with stated policies.
- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action and attire.
- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicates and collaborates with others to achieve goals.
- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

Work Conditions/Physical Demands/Special Conditions

Physical: Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, walking. On occasion, incumbents may be required to lift 20 or more pounds.

Environmental: Normal general office.

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Mental: Routinely requires the ability to interpret, analyze and perform critical thinking skills.

Approved: July 18, 2024.