

Bradford County School District

JOB DESCRIPTION

School Outreach & Recruitment Specialist

QUALIFICATIONS:

1. Bachelor's Degree in Education (Preferred)
2. Valid Florida Teaching Certificate (Preferred)
3. Three years of teaching experience or successful experience in marketing and recruitment. (Preferred)
4. Knowledge of media relations as it relates to the education community.
5. Knowledge of Adult Education program
6. Knowledge and proficiency with technology and social media.
7. Excellent written, oral, and interpersonal communication skills.
8. Experience in building community partnerships.
9. Demonstrated proficiency in school related systems.
10. Willing to work flexible work hours for evening and some Saturday events.
11. Willing to travel inside and outside of the county for recruiting, outreach, training, and some overnight meetings and/or events.
12. Ability to perform the functions of the position.

KNOWLEDGE, SKILLS AND ABILITIES:

- Ability to use knowledge of career and technical education to recruit students.
- Strong oral and written communications skills. Strong interpersonal skills. Current office-based technology skills.
- Demonstrate creativity and initiative.
- Familiar with social media.
- Ability to speak persuasively before audiences of diverse size, age and professional status.
- Knowledge of media and community relations, including the ability to identify and capture a target audience.
- Ability to develop effective working relationships with students, staff and community resources in a multiethnic, diverse environment.
- Ability to plan, organize, and prioritize activities related to assignment.
- Ability to use data to evaluate activities for maximum effectiveness.
- Ability to work long periods without direct supervision.

REPORTS TO: Coordinator of Adult and Career Education

JOB GOAL

To assist in the development and implementation of outreach and recruitment strategies, programs, and events for North Florida Technical College's Adult Education Program.

SUPERVISES: N/A

PERFORMANCE RESPONSIBILITIES:

- 1. Ensure that the mission and goals of the institute and the school district are reflected in all activities.**
- 2. Assists in the planning, monitoring, and implementation of recruitment efforts related to NFTC Adult Education and connecting programs.**
- 3. Assists in the creation and implementation of a comprehensive institution-wide recruiting plan.**
- 4. Attend expos, career fairs, chamber events, trade shows and open houses.**
- 5. Conduct information sessions on and off campus.**
- 6. Responsible for researching, developing, and implementing new outreach strategies that align with the goals of the school and school district.**
- 7. Assist with the development of partnerships with key community leaders, businesses, and civic organizations to leverage outreach and recruitment.**
- 8. Work with the Coordinator of Adult Education to develop recruitment and outreach materials.**
- 9. Disseminates information about Adult Education and NFTC programs to parents and interested persons in the community through group presentations.**
- 10. Plans and attends recruitment activities**
- 11. Assist in the implementation of enrollment and placement systems and cooperates with the Student Services Office.**
- 12. Create, analyze, and share data and reports specific to NFTC programs and enrollment.**
- 13. Support Adult Education Coordinator in strategic planning and policy development to support program goals and outcomes as it relates to outreach and recruitment.**
- 14. Engages with prospective students to explain and advise them about the admission process.**
- 15. Establish and maintain locations for the distribution of promotional materials.**
- 16. Maintain confidentiality when appropriate in student matters.**
- 17. Follow attendance, punctuality and proper dress rules.**
- 18. Follow all school board policies, rules and regulations.**
- 19. Respond to inquiries and concerns in a timely manner.**
- 20. Performs other duties as assigned**

PHYSICAL REQUIREMENTS:

Light Work: Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force as frequently as needed to move objects.

TERMS OF EMPLOYMENT:

Salary and benefits shall be paid consistent with the District's approved compensation plan.
Length of the work year and hours of employment shall be those established by the District.

EVALUATION:

Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.

Job Supplement Code (for physical requirements of job) 03

DOE Job Code 61238 Career Specialist or 53050 Paraprofessional, CTE

Board Approval 11/22/22

