



## JOB DESCRIPTION

**TITLE: Outreach and Recruitment Specialist CAMP**

**COLLEGE/SCHOOL/DEPT:** CAMP

**DATE PREPARED:** July 23, 2017

**REPORTS TO:** Director of CAMP

**FLSA:** Non-Exempt

**STATUS:** Term-funded

### **POSITION SUMMARY:**

The College Assistant Migrant Program (CAMP) is a federally funded five-year Office of Migrant Education grant from the U.S. Department of Education. The program is designed to help students begin their college careers. CAMP participants receive a variety of services including personalized one-on-one academic advising, peer mentor program, opportunities to participate in multicultural enrichment activities on and off campus, and enrollment into the CAMP college success seminars for one year.

The CAMP Outreach and Recruitment Specialist is responsible for providing outreach to a roughly 500 potential CAMP participants for program eligibility screening and recruitment. Through these efforts, 60 eligible students from migrant/seasonal farmworker backgrounds who are most in need of academic, instructional, and support services, will enroll into Heritage University CAMP at the start of the Fall School year and be eligible for additional scholarship funding.

Working closely with the Office of Admissions, the CAMP Outreach and Recruitment Specialist is responsible for maintaining and initiating contact with prospective students, parents, and other members of the community; prompt and accurate customer service is critical to the successful operation of the grant to identify a cohort of 60 students annually for the program.

### **PRINCIPAL DUTIES AND RESPONSIBILITIES:**

1. Recruit exceptional underrepresented students most in need of academic, advising, and financial assistance for bachelor's degrees from high schools; high school equivalency programs and the community.
2. Communicate consistently and effectively with prospective students and their families in person, at times and locations convenient for parents, also via phone, email, text messaging, printed media, and the internet.
3. Meet quantitative and qualitative departmental and College Assistance Migrant Program (CAMP) program goals for inquiries, applications, admitted, and enrolled students.
4. Build and maintain productive relationships with Migrant Education Program staff, faculty and administrators at local high schools to establish a reliable enrollment pipeline so that students can transition seamlessly from high school to college at Heritage University.
5. Foster relationships with faculty, staff and administrators of organizations which serve migrant/seasonal farmworkers and their families in our community, including representing CAMP and Heritage University at community activities and events. Some evening and weekend hours required.
6. Work aggressively in the community to increase public awareness of CAMP and Heritage University, including student success stories and opportunities.
7. Work collaboratively with colleagues in financial aid, advising, registrar and other campus offices to ensure a consistent and smooth transition from applicant to student.
8. Maintain a detailed knowledge of degree programs, including requirements, curriculum, policies and procedures, student and faculty accomplishments and general knowledge about Heritage University.
9. Facilitate campus tours to visitors and prospective students and their parents.
10. Participate in state, regional, and national conferences and meetings to maintain knowledge of current industry best practices and grant guidelines.

11. Handle confidential student information with tact, discretion and in compliance with FERPA regulations.
12. Assist with events as needed, including workshops, orientations, and welcome back programs.
13. Represent CAMP and Heritage University in the most positive manner with prospective, former and current students, clients, suppliers and the community we serve.
14. Interact effectively with a diverse group of faculty, staff, administrators and the rest of the Heritage University community.
15. Learn and use best practices of CAMP; the admissions department; and Heritage University.
16. Uphold the Heritage University Mission Statement.
17. Perform other duties as assigned by the CAMP Coordinator and the Director of Admissions.

**KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:**

**Knowledge:**

- Bachelor's degree highly preferred, but not required.
- 1-2 years' experience working with low-income, first generation and/or students with disabilities required, preferable in higher education or K12 setting.
- Demonstrated experience working in higher education programs serving diverse students preferred.
- Demonstrated ability to develop effective working relationships with faculty, campus officials, staff, and community agencies and schools and students from diverse backgrounds required.
- Persons coming from backgrounds similar to the target populations are encouraged to apply.

**Skills:**

- Extraordinary interpersonal skills; must be able to effectively communicate with a wide range of populations throughout the day, including traditional and nontraditional students, families, school staff and administrators; and business and community leaders.
- Experience working in a professional setting with demonstrated ability to manage a high volume of tasks simultaneously and independently.
- Team oriented approach and desire and ability to work closely with peers.
- Sensitivity to working in a multicultural setting is imperative.
- Able to use multi-line phone system, IBM compatible computer and Microsoft Office suite required, knowledge of Jenzabar EX student information system a plus.
- Bilingual/biliterate/bicultural in English/Spanish is preferred.
- Professional dress required.

**APPLICATION INFORMATION AND DEADLINE** Applications should include the following:

- Cover Letter
- Resume
- List of References (*names, addresses & phone numbers of 3-5 current professional references*).
- HU Employment Application

Review of applications will begin immediately and will continue until the position is filled.

To apply, please email application material to: [Humanresources@heritage.edu](mailto:Humanresources@heritage.edu) or Heritage University Office of Human Resources 3240 Fort Road Toppenish, WA 98948