



Job Description

POSITION TITLE:	College and Community Liaison Teachers College of San Joaquin Educational Services	#2413
SALARY PLACEMENT:	Classified Salary Schedule Range 37	

MINIMUM QUALIFICATIONS – EDUCATION, TRAINING, AND EXPERIENCE:

Possess a Bachelor’s Degree from an accredited college or university. Minimum of two years experience working in the field of education. Experience in education related public relations, marketing, communications and/or sales.

DESIRABLE QUALIFICATIONS – EDUCATION, TRAINING, AND EXPERIENCE:

Degree in communications, marketing, or related field. Experience working in a higher education system.

KNOWLEDGE, SKILLS, AND ABILITIES:

Possess knowledge and skills in planning, setting agendas, and coordinating/conducting meetings/trainings. Ability to operate a computer and knowledge of assigned software. Ability to be flexible based on program needs. Ability to create and follow policies and procedures. Possess a valid California driver’s license and proof of liability insurance coverage in the minimum amount required by SJCOE policy; insurable by the SJCOE carrier. Must furnish own transportation as required to fulfill job duties.

CREDENTIALS AND/OR UNIQUE KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of communication, marketing and recruitment strategies, community relations, and college-community-business partnerships.

SUMMARY OF POSITION:

Assist the Dean and staff of Teachers College of San Joaquin in planning, organizing, and directing the recruitment and marketing services of the college in accordance with the mission, goals and policies of Teachers College of San Joaquin. The major function of the job is to promote the college to prospective candidates, create recruitment materials, hold information meetings on and off site and support the growth and development of the college through community and business relations.

ESSENTIAL FUNCTIONS:

Essential functions may include, but are not limited to the following:

1. Foster the development of relationships and work effectively with school districts, community, business and industry organizations, government agencies, students, faculty and/or staff.
2. Maintain confidentiality on issues concerning program and staff.
3. Possess knowledge of college programs in order to represent the college with confidence and to promote and recruit prospective students.
4. Coordinate and conduct a variety of recruitment related meetings and events in order to present information concerning college programs, services, and activities.
5. Possess excellent communication skills, orally and in writing, as well as initiative to fulfill job responsibilities.
6. Represent the Teachers College of San Joaquin at related local, regional, and state meetings, conferences, and events, and travel as needed for such activities.
7. Manage social media for college, e.g. Facebook, Twitter.
8. Manage the development and/or upkeep of recruitment materials, student catalog and handbooks, publications, student newsletter and website.
9. Maintain current knowledge and interpret applicable rules, regulations, policies, procedures, contracts, State and Federal laws, codes and regulations related to job.
10. Analyze situations accurately and adopt an effective course of action.
11. Establish and maintain cooperative and effective working relationships with others.
12. Work independently with little direction.
13. Meet schedules and time lines.
14. Prepare reports as needed for program.
15. All other duties as assigned.

PHYSICAL REQUIREMENTS:

Employees in this position must have the ability to:

1. Sit and stand for extended periods of time.
2. Enter data into a computer terminal/typewriter, operate standard office equipment, and use a telephone.
3. Hear and understand speech at normal levels and on the telephone.
4. See and read the computer screen and printed matter with or without vision aids.
5. Speak so that others may understand at normal levels to small or large groups, and on the telephone.
6. Stand, walk, and bend over, reach overhead, grasp, push, pull and move, lift and/or carry up to 25 pounds to waist height.

WORK ENVIRONMENT:

Employees in this position will be required to work indoors and/or outdoors in an educational and standard office environment. Employees may come in direct contact with students, SJCOE and school district staff, outside agency staff, and the public.

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