BERGEN COMMUNITY COLLEGE

JOB DESCRIPTION

TITLE: Coordinator of Educational Outreach

DEPARTMENT: Executive Assistant to the President

FUNCTION: Coordinates with key internal and external stakeholders to develop, prioritize, vet and obtain approval for event ideas aimed at increasing the College’s enrollment and its ability to attract a broad array of students representing all demographic groups across New Jersey communities and beyond. Works closely with the Manager of Events Planning and Public Relations to plan, market and execute events. Performs all associated administrative duties.

REPORTS TO: Executive Assistant to the President

SUPERVISES: N/A

MAJOR RESPONSIBILITIES:

Responsibilities include but are not limited to:

1. Performs all administrative duties associated with this role and acts as back-up for additional secretarial needs for the department.
2. Develops event ideas aimed at increasing the College’s enrollment and its ability to attract a broad array of students representing all demographic groups across New Jersey communities and beyond; makes recommendations for review and approval.
3. Networks with community groups, government agencies, and internal and external affinity organizations to generate potential event concepts; collaborates with key College stakeholders to identify, vet, develop, approve and implement event projects aimed at marketing selected credit and non-credit courses, degrees and certificates.
4. Partners with Admissions to obtain demographic enrollment data; coordinates review of the data to prioritize opportunities to increase the representation of various groups in the overall student population, involving the Executive Assistant to the President as needed.
5. Researches trends to identify life factors and interests that are important to potential students based on generational, demographic and cultural filters; presents recommendations for programs to stimulate interest in the College, with a focus on under-represented groups.
6. Assists the Office of International Admissions to support the College’s efforts related to the Dream Act.
7. Assists with the creation of metrics and desired outcomes and tracks and reports on enrollment progress against stated targets.
8. Works closely with the Manager of Events Planning to plan and execute events; coordinates
with Public Relations to develop and implement recruitment and marketing materials.

9. Performs additional tasks or duties as assigned by the Executive Assistant to the President

MINIMUM QUALIFICATIONS:

Knowledge, Skills and Abilities: Demonstrates understanding of the community college mission and practices an open door policy. Has basic proficiency in the use of the Microsoft Office suite. Exhibits strong skills in:

- Communication
- Customer and Student Focus
- Building Relationships
- Organizing
- Planning

Education: Associate’s Degree

Experience: Minimum of 3 years of administrative/secretarial experience required; event planning background is strongly preferred

Bergen Community College is an equal opportunity employer and does not discriminate on the basis of race, color, religion, age, sex, national origin, disability, or veteran status.

Submitted by: _____________________ Date: ____________
Name/Title

Approved by: _____________________ Date: ____________
Name/Title

Reviewed by: _____________________ Date: ____________
Human Resources

Board Approval: _____________________ Date: ____________
Board Approval

THE COLLEGE RESERVES THE RIGHT TO MODIFY JOB DESCRIPTIONS AT ANY TIME WITH OR WITHOUT NOTICE