

APPENDIX A

Posting Preview

Posting Details

Employee Group:	PT Non-Faculty
Bargaining Unit:	Non-Affiliated
Position Title:	Recruitment/Outreach Coordinator for the MCAM Grant - Search Extended
Position Code:	U4T11
Assignment Location:	South Campus
Position Type:	Temporary - Specially Funded
Salary Range:	\$25.00 per hour
Level:	4
Department:	Enrollment
Job Description:	<p>FUNCTION: Assist the college in the performance of duties to support strategic and operational initiatives in regards to the recruitment process for grants in Advanced Manufacturing. Works cooperatively with staff and acts as a liaison in activities targeting high schools, employers, Michigan Works!, community groups, prospective students and their families, campus visitors, and other persons interested in training for careers in advanced manufacturing.</p> <p>RESPONSIBILITIES:</p> <ul style="list-style-type: none"> -Develop in conjunction with the Marketing Department a strategic plan that will focus on increasing the potential applicant pool for students interested in credit and non-credit programs in Advanced Manufacturing funded by the MCAM grant. -Follow up of prospects, which may include phone calls, mailings and social media outreach. -Actively promote recruitment/outreach programs and events to schools, employers, Michigan Works!, community groups, prospective students/participants, campus visitors, and other interested persons. -Develop in conjunction with Marketing, appropriate communication procedures/processes related to different steps in the recruitment. -Coordinate and manage specific projects in support of recruitment and outreach activities. -Coordinate the Information Meetings in regards to location, set up, invitations and campus department participation. -Assist the Intake Coordinator with gathering and processing data related to operations; collect and report outcomes data of recruitment efforts. -Serve as MCAM resource to all College personnel involved in recruitment.

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Qualifications:	<p>coordinate and assist with internal and external activities and recruitment/outreach development.</p> <ul style="list-style-type: none"> -Assist in the research and identification of access points for target populations; develop tools for reaching target populations and provide support for maintenance of the ETO database used to manage contacts with target populations; input inquiries and contacts with prospective credit and non-credit students into the ETO database. -Coordinate and support recruitment activities, including events, presentations, dissemination of materials, and direct advocacy with prospective students/participants. -Respond to questions and inquiries sent to the MCAM email address. -Maintain knowledge of College offerings, especially in areas funded by the MCAM grant. -Serve on the MCAM work team focused on student success and services. -Prepare analyses for weekly, monthly, annual and special reports as required. -Perform related duties as assigned. <p>SUPERVISION RECEIVED: Reports to the Assistant Director, Enrollment Services.</p> <p>SUPERVISION GIVEN: Provides direction and training to support staff as assigned.</p> <p>EDUCATION: Associates degree or equivalent. Course work in management, marketing, public relations, sales or a related field desirable.</p> <p>EXPERIENCE: Three years related experience in admissions, marketing and/or recruitment. Experience in recruiting for areas in advanced manufacturing a plus.</p> <p>KNOWLEDGE, SKILLS AND ABILITIES: Must be able to work effectively with people; possess good interpersonal skills; be conscientious about follow-up and service; well organized and thorough; able to organize tasks and establish priorities; computer literate; excellent oral and written communication skills; able to make group presentations; self-directed and able to work independently with minimal supervision. Variable hours including evenings and weekends as required.</p>
Work Hours:	This is a 25 hour a week position that will require evening hours.
Closing Date:	03-25-2015
Optional Documents:	<p>Other Document 1</p> <p>Other Document 2</p> <p>Other Document 3</p>
Required Documents:	<p>Resume</p> <p>Cover Letter</p> <p>Additional Transcript 2</p>
Special Instructions to Applicants:	ASSIGNMENT DATES: This position is temporary, specially funded. By the term of the grant, the position will not exceed 2 years.

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