



**University of Texas at El Paso  
Job Description**

**Job Code:** 8143  
**Job Title:** Educational Outreach Coordinator  
**Department:** Job may be available in different departments/divisions  
**Reports To:** In accordance with specific departmental policies  
**FLSA Status:** Exempt  
**Prepared By:** Human Resource Services  
**Creation / Revision Date:** December 10, 2010

**Summary:** Plans and implements outreach/recruitment activities for designated program.

**Note:** The primary accountabilities below are intended to describe the general content of and requirements of this position and are not intended to be an exhaustive statement of duties. Incumbents may perform all or some of the primary accountabilities listed below. Specific tasks or responsibilities will be documented in the incumbents' performance objectives as outlined by the incumbents' immediate supervisor or manager. This position is security-sensitive and subject to Texas Education Code §51.215, which authorizes the employer to obtain criminal history record information. Must possess a valid driver's license issued by the State where the applicant resides and must be insurable as defined in the UT System BPM 16-05-02, as applicable to the performance of essential duties and responsibilities of the position.

**Statement of Duties and Responsibilities:**

Develops comprehensive marketing programs for outreach/recruiting activities; confers with institution programming management to develop goals of outreach program.

Disseminates program information through visits with school representatives and career day activities in designated locations and presents college education programs and services; coordinates recruitment activities with other university departments.

Participates in community activities which heighten the awareness of university programs.

Advises administrative staff on need for new programs and courses; may prepare and monitor budgets.

Helps identify appropriate programs for prospective students and facilitates enrollment and funding if needed; helps students obtain necessary resources.

May be responsible for counseling prospective students, parents, educational administrators and other interested persons regarding admissions requirements, policies and procedures; serves as mentor, advocate, and contact for students; participates in retention and intervention programs for students.

Teaches designated courses.

Prepares reports as required by management, federal, state, and university programs.

Documents findings to track trends and changes in the community.

Identifies target audiences, assesses their potential interest in university programs and coordinates campus visits.

Visits outreach sites, transports and sets up materials, and conducts program education and exhibit presentations to audiences.

Develops program curriculum and assists in production of materials, ensuring that exhibits support program goals.

Develops methods for feedback from outreach locations and evaluates program success, making adjustments as appropriate.

Knowledge of all Microsoft Office software and able to learn and use institutional software systems.

Complies with all State and University policies.

Other duties may be assigned.

**Supervisory Responsibilities:** No supervisory responsibilities.

**Qualifications:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and ability required. Reasonable accommodations may be made to



enable individuals with disabilities to perform the essential functions.

**Minimum Education required:** Bachelor's degree from four year college or university within area of assigned responsibility

**Minimum Experience required:** Three years of related experience to the statement of duties and responsibilities; or equivalent combination of education and experience.

**Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to use hands to feel; reach with hands and arms; and talk or hear. The employee is regularly required to stand; walk; sit; and stoop, kneel, crouch, or crawl. The employee must occasionally lift and move up to 25 lbs.

**Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally exposed to outdoor weather conditions. The noise level for this work environment is moderate.