



JOB TITLE: Community Outreach Specialist

JOB CODE: Hourly

Department Name: Workforce & Economic Development

EX/NE: Non - Exempt

Reports To: Director of Workforce & Economic Development

Pay: Grade 5, Per ESPA Agreement

Location: Mt. Pleasant and Harrison Campus

Last Revised: March 2025

POSITION SUMMARY:

Mid Michigan College seeks individuals who: value collegiality and mutual respect; use data in decision making; are innovative; are service minded; are goal oriented; strive to continually improve themselves and their work processes; are willing to collaborate and seek to add value in every interaction.

Provides administrative and clerical support to enhance Mid's community outreach. Primary duties include assisting in developing, implementing and coordinating community engagement events and lifelong learning offerings.

ESSENTIAL JOB FUNCTIONS:

1. Assists with coordination, supports, and attends numerous special events.
2. Schedules and coordinates meetings as necessary, including making catering arrangements, communications, room reservations, material preparation, minute taking, etc.
3. Oversees scheduling for community personnel/organizations for rooms specified for community events (non-classrooms).
4. Initiates verbal and written communications with multiple internal and external stakeholders, to include correspondence, social media, and other materials.
5. Assists with the development of Community Outreach publications. Updates and monitors web pages, including Eventbrite, as needed.
6. Performs tasks including mailings, database management, data entry, reporting, etc.
7. Provides exceptional customer service and fosters positive constituent relationships through effective communication, a clear understanding of college systems, and displaying enthusiasm for college programs.
8. Conducts surveys and gathers data to identify current community needs and interests in educational offerings.
9. Assists with the development of lifelong learning classes and coordination with appropriate instructors.
10. Builds and maintains relationships with businesses, community organizations, and other institutions to enhance lifelong learning offerings and outreach.
11. Serves as a liaison between Mid and off-campus lifelong learning education sites. Ensure appropriate mix of courses are located at in-district and out-district locations.
12. Provides assistance in tracking and scheduling for Mid's internal volunteer program.

13. Serves as a role model for Mid's mission, vision, values, and customer service initiatives. Adheres to the organization's policies and procedures, and compliance guidelines.
14. Performs other duties as assigned.

BACKGROUND AND JOB REQUIREMENTS:

Knowledge, Skills, Abilities:

- Demonstrated excellent written and verbal skills.
- Strong organizational skills.
- Effective time and project management skills.
- Ability to work independently and as a member of a team.
- Strong interpersonal and customer service skills.
- Ability to listen and resolve issues or concerns in a timely and effective manner.
- Computer skills using multiple office applications.
- Proofreading and editing skills.

Education, Certification, Licensure:

- Associate's Degree required.
- Bachelor's Degree in Business, Communications or related field preferred.

Experience:

- 2-3 years in customer relations/service required.
- Previous experience with event planning preferred.
- Previous experience working with large constituent groups and interdepartmental teams preferred.
- Experience with developing and maintaining computer databases preferred.

WORKING ENVIRONMENT:

- The job responsibilities of this position are performed in an office building environment and at external locations as required.
- There may be occasional travel to other college locations for meetings.
- There may be occasional travel for conferences/training.
- Duties are performed in an independent and team atmosphere. Continuous collaboration with team and supervisor will occur.
- The job requires minimal physical exertion, such as walking, standing, stooping, bending, climbing, lifting material or equipment, some of which may be heavy or awkward (5- 25 pounds).

- Minimal discomfort due to heat, dust and noise may occur.
- Typical work schedule is 1st Shift 8:00am – 4:30pm with flexible or extended hours as approved by the Supervisor.

Note: This job description is intended to describe the general nature and level of work being performed by a person assigned to this job. It is not to be construed as an exhaustive list of all job duties that may be performed by a person so classified. Incumbents may be asked to perform additional duties as required by his/her supervisor.

Employee Signature: _____

Date: _____