

EAST VALLEY INSTITUTE OF TECHNOLOGY JOB DESCRIPTION

JOB TITLE:	Career Coach		
DIVISION:	High School	STATUS:	Full-time/Exempt
DEPARTMENT:	Public Relations	TERM:	10 or 12 months

GENERAL PURPOSE: Under the general supervision of the Public Information Officer, the Career Coach is responsible for recruiting students in East Valley high schools to attend EVIT central campuses. The Career Coach will develop positive working relationships with students, counselors and career center staff in the high schools to which they are assigned and plan and coordinate all recruitment activities.

ESSENTIAL DUTIES: The Career Coach will develop relationships with sending school counseling and career center staff, organize and execute recruitment events at the sending school, track recruitment information, assist with the planning and coordination of student tours of the EVIT central campuses and training of student tour guides, ensure that recruitment efforts are followed up with registration of students, and maintain positive working relationships with EVIT instructors to ensure recruitment for their programs. This position requires travel from central campuses to sending schools. Approximately 70% of time is spent at local high schools.

- Works closely with supervisor, the EVIT Public Relations & Marketing team and staff to develop recruitment strategies and annual recruitment target objectives for each program and sending school.
- Works with EVIT Events Director to assist in the scheduling and coordination of large campus tours.
- Participates in promotion activities on and off campus, i.e. career fairs, school events, classrooms, community educational events, etc., regarding programs offered by EVIT, representing both high school & adult education programs.
- Takes responsibility for being knowledgeable of each EVIT program, its requirements, prerequisites, potential career paths, industry certifications and college credit available.
- Works with the EVIT Public Relations & Marketing team to develop resource materials that can be distributed to counselors and career centers at East Valley high schools, and ensures throughout the school year that each school has sufficient resource materials.
- Evaluates annual Education and Career Action Plan (ECAP) results for each high school to help determine EVIT programs that would be of interest to those students.

- Develops relationships with the counselors, career center staff and students at each assigned high school through frequent visits to the campus and other communication.
- Takes responsibility for knowing the satellite programs offered in each assigned high school and looks for opportunities to promote EVIT programs that are not offered there and possible partnerships with other satellite programs that could feed into EVIT central campuses.
- Takes responsibility for learning about the community served by each high school, including a general understanding of the demographics (education level and affluence, primary language, special needs, etc.) of its families, and uses this knowledge to help determine EVIT programs that would be of interest and value to those families.
- With the assistance of the EVIT Public Relations & Marketing team, develop presentations for East Valley schools that will engage students and align with EVIT's public relations and marketing strategy.
- Maintain communication with potential students from the point of first contact to registration and through the summer months to ensure the student remains engaged and intent on showing up for the first day of school.
- Works with the EVIT Public Relations & Marketing team to find ways to keep enrolled students engaged and interested in attending EVIT.
- Assists the EVIT Public Relations & Marketing team and other EVIT departments as needed with events and activities that have the potential for student recruitment.
- Ensures recruitment efforts meet the needs, objectives and goals of EVIT.
- Works with the Adult Education department to assist in recruitment efforts with high school seniors.
- Establishes and maintains all recruitment files and records in a confidential manner pursuant to District requirements; reviews documents for accuracy, completeness, and conformation to established procedures; files records and assists admissions team as needed.
- Participates on school committees as determined annually.
- Attends meetings and training per requirements of the Supervisor.

MINIMUM QUALIFICATIONS:

- Degree or certificate from an accredited college/university in Communications, Public Relations, Education or related field; and/or
- Three to five years of progressively responsible experience in recruiting or working with high school students; or

- An equivalent combination of education and experience.

KNOWLEDGE, SKILLS and ABILITIES:

- Working knowledge of marketing and recruitment functions.
- Knowledge of record keeping procedures including the ability to collect and organize data and information.
- Possesses strong organizational skills.
- Possesses current understanding of the fundamentals of trade/technical areas.
- Ability to develop and maintain effective working relationships with participating school partners.
- Working knowledge of modern office practices and procedures; including applicable computer operations and software, i.e. Microsoft Office, Adobe Design Suite, and Power School.
- Ability to establish and maintain appropriate levels of authority as well as creating an atmosphere of support and confidence for staff and students.
- Possesses effective written and verbal communication skills, including grammar, spelling and punctuation.
- Ability to work with youth (16-17 years old) and young adults (18-21 years old) effectively.
- Ability to work independently and to manage multiple projects simultaneously with minimum supervision to meet schedules and deadlines in a timely manner.
- Ability to deal effectively with stress caused by workload, deadlines and interruptions.
- Ability to work a flexible time schedule.
- Must be tactful, have good interpersonal skills and sound judgment.

WORKING CONDITIONS:

- The employee hired for this position will work a basic 40-hour work week. Hours are typically 7:30am – 4:00pm; however, hours may be extended if job related responsibilities are required outside the normal work hours. The employee may work evening hours, attending advisory team meetings, career fairs, and other school-sponsored activities.

- The employee will interact with many types of personalities and other individuals; i.e. family members, friends, or employers who may be angry, difficult or indifferent. All these factors may contribute to a stressful environment, and therefore, while this work may be satisfying, it can also be emotionally draining.
- This position is eligible for paid Federal, State and District approved holidays during the 10-month working period.
- The employee will be provided an office workspace to complete their duties as well as meet with clients and staff. A desk, computer/laptop, printer access and telephone will be provided for the employee work area. The employee may spend 70% of work hours working within the participating schools.
- This position may require lifting materials or equipment up to 15 pounds. Occasionally, as needed, the employee hired for this position may drive EVIT vehicles to conduct school and district business. Proof of valid Arizona Driver's License and personal insurance must be provided to the Human Resources Department at the time of hire.
- Applicable to Arizona State Statutes pursuant to Title 15 (Education), Title 13 (Criminal), and Title 38 (Public Officers and Employees) prevail. Proof of immunization (if born on or after January 1, 1957) and fingerprinting shall be required of all employees.

I FULLY UNDERSTAND THE JOB DUTIES, RESPONSIBILITIES AND WORKING CONDITIONS THAT ARE OUTLINED ABOVE AND THAT HAVE BEEN DISCUSSED WITH ME BY MY SUPERVISOR ON

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Employee's Signature

Date

Supervisor's Signature