UNIVERSITY OF WISCONSIN-SUPERIOR
POSITION DESCRIPTION
Associate Outreach Specialist – Center for Continuing Education-Extension

Working Title: Outreach Specialist, Center for Continuing Education
Hays Hill Title/Level: Outreach Specialist, Associate, 12-month renewable, .50 FTE
Position Reports To: Outreach Program Manager II

Position Summary:
The Outreach Specialist plans, coordinates and evaluates all aspects of Leadership Superior/Douglas County and develops and implements at least three Road Scholar programs annually, collaborating with businesses, corporations, local government and nonprofit organizations.

Duties and Responsibilities:
A. Coordinates Leadership Superior/Douglas County including:
   • Securing day sponsorships, co-sponsorships and other resources to insure the financial viability of the program.
   • Recruiting, selecting and orientating participants.
   • Working with Advisory Committee.
   • Developing session programs in partnership with Day Chairs.
   • Handling all other aspects of each of the days including refreshments, lunch, transportation, facility selection, etc.
   • Reviews Leadership evaluation and implements improvements especially in areas of curriculum (developing a stronger skills base) and improving the impact of group study projects.
   • Reviews existing Advisory Committee structure to encourage an ongoing process of recruiting new members, while allowing seasoned committee members to move on.
   • Establishes and implements short- and long-range organizational goals, objectives, policies, and operating procedures; monitors and evaluates program effectiveness; effects changes required for improvement.

B. Develops and Implements at least three (3) Road Scholar Programs annually
   • Must fit Road Scholar’s national requirements while drawing upon the strengths of faculty and staff as well as the region.
   • Planning includes, but is not limited to: education programming, preparation of program budgets, and coordination of instructors and support staff. Responsibilities include determining program locations, food service requirements and housing needs.
   • Marketing responsibilities include writing copy and placing ads in appropriate publications, designing brochures (when necessary) coordinating distribution, updating the website and other written publications.

C. Additional duties include:
   • Create opportunities for synergy and collaboration between program areas at UW-Superior.
   • Contribute to UW-Superior’s Public Liberal Arts Mission.
   • Focus on quality improvement in all programs.
   • Maintain fiscally sound programs.
• Oversee registration of participants and maintenance of program records.
• Coordinate day to day activities of the programs to ensure their success.
• Assess program value and impact.
• Analyze and prepare final reports of program activities.
• Participates in the development and management of annual operating budgets for the operating unit; prioritizes and tracks operating unit expenditures.
• Assists in seeking and securing further program funding to provide for the continuation and expansion of the program.
• Represents the organization at various community and/or business meetings; promotes existing and new programs and/or policies.
• Perform other duties as assigned by the Program Manager and Director of Center of Continuing Education/Extension.

Knowledge, Skills and Abilities:

• Knowledge of budgeting and fiscal management principles and procedures.
• Knowledge and understanding of the principles, methods, and techniques of leadership development.
• Skilled in facilitating groups.
• Strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies in a diverse community.
• Skilled in utilizing Microsoft Office software.
• Ability to work with little clerical assistance.
• Ability to work with diverse cultures and communities.
• Ability to communicate effectively, both orally and in writing, including public speaking.
• Ability to demonstrate self-direction and the capacity for independent work, multi-tasking and organizational skills.
• Ability to be resourceful and creative
• Ability to lift 35 pounds
• Ability to work early mornings, evenings or weekends, with overnight travel as needed.

Required Qualifications:

• Bachelor’s degree from an accredited institution

Desirable Qualifications:

• Master’s degree from an accredited institution
• Minimum of 2 years’ experience working in community outreach
• Minimum of 2 years’ experience in conference or workshop planning and implementation