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

Working Title: Outreach Specialist, Center for Continuing Education-Extension
Hayes Hill Title/Level: Outreach Specialist; 80%/ 12 month appointment.
Position Reports to: Credit and Education Outreach Program Manager

POSITION SUMMARY:

The outreach specialist provides professional support to outreach programs offered through the Center for Continuing Education. The position coordinates all credit-bearing certificate programs and provides professional support in the development, implementation and evaluation of new noncredit programming.

DUTIES & RESPONSIBILITIES:

Credit Education Outreach Duties:

1. Provide professional support to all credit based certificate programs of the Center for Continuing Education/Extension through collaborative planning, program development, marketing support and evaluation support.
2. Facilitate new and existing students in campus integration and completion of their certificate program(s).
3. Coordinate annual schedule of courses offered in the certificate programs.
4. Oversee hiring and communication with ad hoc instructors and provide assistance with classroom needs.
5. Schedule and facilitate certificate Advisory Committees.
6. Participate in the development and revision of curriculum standards for the programs. Coordinate with professional organizations as needed to meet standards.
7. Determine program budgets and support the management of fiscally sound programs.
8. Oversee marketing of certificate programs including catalogs, brochures and flyers and materials for the web.
9. Conduct “exit” surveys for students completing certificate programs to measure outcomes and program impacts.
10. Manage the certificate completion review to ensure the correct policy is implemented.
11. Contribute to strategic planning and annual report generation for certificate programs.
12. Monitor and evaluate program effectiveness and effect changes required for improvement.
13. Contribute to UW-Superior’s Public Liberal Arts Mission.
14. Focus on quality improvement in all programs.

Noncredit Education Outreach Duties:

1. Coordinate ongoing schedule of noncredit workshops to be offered for regional community, based on goals determined through needs assessments and strategic planning.
2. Conduct market research to identify new topics for program implementation, including those that respond to needs of working professionals requiring ongoing continuing education.
3. Determine program budgets and support the management of fiscally sound programs.
4. Evaluate program impact of workshops offered.
5. Contribute to strategic planning and annual report generation for noncredit programs.
6. Monitor and evaluate program effectiveness and effect changes required for improvement.
7. Contribute to UW-Superior’s Public Liberal Arts Mission.
8. Focus on quality improvement in all programs.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Knowledge of adult learner concepts and practices.
- Knowledge of budgeting and fiscal management principles and procedures.
- Strong interpersonal and communication skills.
- Ability to cooperate and collaborate with professional partners.
• Ability to demonstrate, self direction and the capacity for independent work, multi-tasking and organizational skills.
• Skill in organizing resources and establishing priorities.
• Ability to work with diverse cultures and communities.
• Ability to maintain positive relationships with students, faculty, staff and others.
• Skilled in utilizing Microsoft office software.
• Requires resourcefulness and creativity.

REQUIRED QUALIFICATIONS:

• Bachelor’s degree/Master’s preferred.
• One year’s experience directly related to the duties and responsibilities specified.

Revised 11/1/2011