UNIVERSITY OF WISCONSIN-SUPERIOR
Outreach Specialist
Center for Continuing Education

Working Title: Outreach Specialist, Center for Continuing Education
Hayes Hill Title/Level: Associate/No Prefix Outreach Specialist; Academic Staff, 100% (12 month) appointment
Position Reports to: Outreach Program Manager, Center for Continuing Education

POSITION SUMMARY
The Outreach Specialist provides professional support to programs offered through the Center for Continuing Education. The position coordinates programs and provides support in the creation, development, implementation and evaluation of new programming. The position seeks to understand the communities' needs and concerns, and uses that knowledge to propose program ideas, as well as to establish new relationships with community members and their leaders.

DUTIES & RESPONSIBILITIES:

PROGRAM COORDINATION
• Provide professional support to programs through collaborative planning, program development, marketing support and evaluation support.
• Evaluate impact of programs offered to practice continuous quality improvement utilizing approved assessment methods.
• Responsible for data management, including maintaining participant completion information.
• Assist as needed with identifying and recruiting presenters and assessing program sites.
• Maintain communication with instructors and trainers and provide assistance with classroom needs; refer issues to Program Manager.
• Support marketing of programs in coordination with Program Manager and Associate Marketing Specialist.
• Assist with establishing and implementing short- and long-range programmatic goals, objectives, policies, and operating procedures.
• Analyze and prepare final reports of program activities as requested.
• Perform designated program management functions, including securing funding.
• Assist in determining program budgets and support the management of fiscally sound programs.
• Collaborate with department staff to reinforce a positive and productive team environment.

COMMUNITY OUTREACH
• Schedule and assist with Advisory Committees.
• Coordinate with professional organizations as needed to meet best practice standards.
• Respond to inquiries from prospective participants and refer as needed.
• Coordinate and collaborate with campus and community partners.
• When requested, represent the Center for Continuing Education at various community and/or business meetings; promote existing and new programs.
• Develop and maintain a strong and diverse network of community members from all sectors.
PROGRAM DEVELOPMENT

• Conduct market research to identify new topics for program implementation.
• Design, implement and analyze market analyses and needs assessments.
• Contribute to strategic planning and annual report generation for programs.

OTHER DUTIES AS ASSIGNED

• Engage in ongoing professional development opportunities.
• Contribute to UW-Superior’s Public Liberal Arts Mission as requested.
• Complete mandatory trainings and professional development as assigned.
• Other duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES:

• Knowledge and ability to gather and analyze data.
• Knowledge of general budgeting concepts.
• Knowledge of general market analysis and/or needs assessment concepts.
• Strong organizational skills.
• Strong interpersonal/professional skills; able to maintain positive relationships with students, faculty, staff and others.
• Strong verbal and written communication skills.
• Skilled in organizing resources and establishing priorities.
• Ability to use creativity to complete tasks.
• Ability to plan and execute events.
• Ability to cooperate and collaborate with professional partners.
• Ability to demonstrate self-direction and the capacity for independent work on multiple projects.
• Ability to work and communicate with diverse cultures and communities.
• Ability to commit to the highest level of professionalism, ethical standards, confidentiality and sensitivity to information and records.
• Skilled in utilizing Microsoft Office software.
• Ability to work early mornings, evenings or weekends, with overnight travel as needed.
• Ability to travel throughout Wisconsin and adjacent states.

REQUIRED QUALIFICATIONS:

• Bachelor’s degree from an accredited institution
• Two (2) years of work experience in a relevant professional setting
• Valid Driver’s License

PREFERRED QUALIFICATIONS:

• Master’s degree from an accredited institution