UNIVERSITY OF WISCONSIN-SUPERIOR
Outreach Program Manager
Position Description

Working Title: Outreach Program Manager
Hayes Hill Title/Level: Outreach Program Manager I, Annual/12-month Limited Appointment, 1.0 FTE
Position Reports To: Associate Dean for Distance Learning and Continuing Education

Position Summary: Manage the Distance Learning Center's outreach program, including planning, scheduling, communication, and continuous improvement. Travel to external institutions for advising, recruitment, and partner relations. Advise students enrolled through the Distance Learning Center. Coordinate activities with other UW-Superior student services. Demonstrate professional growth, and carry out other duties as assigned.

Duties and Responsibilities:

- Manage the Distance Learning Center's outreach program. Prepare annual plan for student outreach advising and recruitment, relationship building/development with transfer institutions, and outreach partnerships with other universities. Direct and schedule the advising and relationship building meetings, events, and activities of outreach specialists and advisors. Communicate with external institutions regarding events, relationships, and opportunities. Compare results to plans and carry out continuous improvement in the outreach program.
- Travel to external institutions and advising sites as part of the outreach program. Hold student advising appointments. Provide information sessions to inform and recruit prospective students. Meet with adult and transfer advisors and other officials of transfer institutions to keep them informed about the program.
- Advise students enrolled through the Distance Learning Center.
- Coordinate activities with the university's admissions and advising offices, and with Outreach marketing staff. Contribute content to the Distance Learning Center's e-newsletters and other marketing communications.
- Demonstrate continued professional growth as evidenced by involvement in professional associations and continuing education.
- Carry out other activities as assigned by the Associate Dean for Distance Learning and Continuing Education.

Knowledge, Skills and Abilities:

- Knowledge of distance education practices.
- Knowledge of adult learner concepts and practices.
- Ability to provide effective academic advising for adult learners
- Skill in effective leadership and teamwork.
- Effective written and oral communication skills.
- Skill in use of computing productivity tools and social media. Skills with CRM (Customer Relationship Management) systems and/or academic recruiting software will be considered an asset.
- Demonstrated ability to work with and advise a variety of racial and ethnic groups and underrepresented populations.
- Ability to demonstrate good judgment and analysis in decision-making and problem-solving.

- Ability to exhibit creativity, self-direction and the capacity for independent work, multi-tasking and organizational skills.

Outreach Program Manager
Distance Learning Center

- Ability to reach, recruit and grow Distance Learning enrollments.
- Ability to work in a fast-paced setting as part of a team.
- Ability to build and maintain positive interpersonal relationships with students, faculty, staff, outreach sites and others.
- Ability to work with confidential and sensitive information and records.

REQUIRED QUALIFICATIONS:

- Bachelor's degree.
- One year of part-time experience (50% or greater), coordinating or directing a program or service.
- One year of part-time experience (50% or greater), providing advising.
- Must possess a valid driver's license.

Desirable Qualifications:

- Master's Degree
- Experience advising students in higher education will be considered an asset.

WORKING CONDITIONS AND PHYSICAL EFFORT:

- Must be able to lift 35 pounds.
- Position is based at the UW-Superior campus with regular travel throughout the state of Wisconsin.

June, 2013