



Job Description

Job Title: Adult Education Outreach Specialist (Part Time) **Supervisor:** Regional Specialist

Job Classification: Non-Exempt

Job Summary

The Adult Education Outreach Specialist is responsible for planning, implementing and evaluating a variety of marketing strategies to advertise the adult education opportunities for those who have not completed high school in Newport News. Other responsibilities include establishing and maintaining effective working relationships with public agencies, adult learners and other professional staff.

Essential Duties

1. Create a timeline for program advertising
2. Develop a data base of potential partners for advertising/distributing flyers
3. Develop and brochures and flyers for a variety of adult education programs and distribute to local partners
4. Establish and sustain referral partnerships with service agencies to distribute program brochures and flyers
5. Identify and implement free or low cost advertising methods
6. Make follow-up calls to non-attending students, candidates for GED testing, or candidates for other special programs
7. Develop and distribute postcards and letters for non-attending or prospective students
8. Serve as program contact for updates to website
9. Perform related work as assigned.

Other Duties

1. Performs any other related duties as assigned by the Regional Education Specialist or other appropriate administrator.

Job Specifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodation may be made to enable individuals with disabilities, who are otherwise qualified, to perform the essential functions.

Minimum Qualifications (Knowledge, Skills and/or Abilities Required)

A detail-oriented person to plan, implement and evaluate a variety of marketing strategies to advertise the adult education opportunities for those who have not completed high school in Newport News. Bachelor's degree preferred, with experience in outreach efforts. Must possess the ability to communicate effectively, both orally and in writing. Must possess excellent organizational, planning, and human relations skills. Must have the ability to establish and maintain effective working relationships with public agencies, adult learners and other professional staff.

Working Conditions & Physical Requirements

