

EXEMPT RECRUITMENT ANNOUNCEMENT
Program Associate for Outreach,
College Access and Support

Reports to: Assistant Director of College Access and Support
Division: College Access and Support
Classification: Exempt
Salary: \$47,000 - \$57,000
Application Closing Date: February 3, 2016

Agency Profile

The Washington Student Achievement Council links the work of the secondary schools, higher education, and state education agencies to achieve the mission of improving educational outcomes for students at all levels. Supported by a cabinet-level state agency, the Council proposes improvements and innovations needed to adapt the state's educational institutions to evolving needs, and advocates for increased financial support and civic commitment for public education in recognition of the economic, social, and civic benefits it provides. The agency also conducts research and analysis, protects education consumers, manages the Guaranteed Education Tuition (GET) college savings program, and administers state and federal financial aid programs.

About the Division

The College Access and Support (CAS) division supports the over-arching goals of helping students succeed in college and career through effective access and outreach activities and support services. The division emphasizes access, attainment, affordability and achievement working with partners and stakeholders to deliver access information and offer support services. CAS administers the College Bound Scholarship, Washington State GEAR UP program, theWashBoard.org scholarship search site, college application and FAFSA filing campaigns (12th Year Campaign), the FAFSA Completion Initiative and other activities.

About the Position

The Program Associate for Outreach works under general supervision of the Assistant Director of College Access and Support to manage the 12th Year Campaign. The 12th Year Campaign includes two national campaigns for college application completion and FAFSA/WASFA filing through working with schools, institutions of higher education and non-profit, and community-based organizations. Additional work will include strategic summer melt prevention resource development. This position also serves as liaison to institutions of higher education and is responsible for creating and facilitating opportunities and connections for the 12th Year Campaign, GEAR UP and College Bound as needed. The Program Associate for Outreach will be expected to travel statewide for up to 40% of the time. There will be opportunities to collaborate and provide support on special projects with the GEAR UP and College Bound teams such as the annual GEAR UP West Conference, as well as provide consultation or support to general outreach activities.

WORK ACTIVITIES

1. 12th Year Campaign – Initiative Implementation and Development (55%)

In collaboration with the Assistant Director of College Access and Support:

- Continue to expand and advance the campaign geographically and programmatically as advised by the 12th Year Steering Committee.
- Develop campaign details and evaluation plan to measure success of the campaign.
- Ensure day-to-day implementation of the 12th Year Campaign (college application campaigns, FAFSA/WASFA filing and summer melt prevention).
- Coordinate with appropriate education, business, non-profit and other community partners to promote and host 12th Year Campaign events and initiatives.
- Collaborate with GEAR UP and College Bound staff to determine how sites, schools and students participate in the 12th Year Campaign.
- Maintain communication with state and national entities and compile and submit required reporting regarding the 12th Year Campaign.
- Serve as main postsecondary institution contact for the 12th Year Campaign.
- Facilitate statewide steering committee.
- Represent WSAC and 12th Year Campaign at various professional development conferences throughout the year.
- Assist as needed with the FAFSA Completion Initiative.

2. 12th Year Campaign – Site Support (40%)

- Maintain relationships and provide support to current 12th Year Campaign sites; leverage their expertise in establishing new 12th Year Campaign sites.
- In collaboration with host sites, recruit, train and maintain relationships with volunteers.
- Train student support partners (college access programs, K-12 stakeholders, etc.) regarding event specifics and logistics, application, financial aid and scholarship opportunities.
- Provide in-person support especially relating to FAFSA and WASFA filing to sites and across the state as needed.
- Collaborate with GEAR UP and College Bound staff to compile and distribute college application and financial aid information and disseminate to appropriate audiences.
- Provide on-site training to GEAR UP priority schools which could include, but is not limited to, in-person counselor/coordinator training, phone consultations, and student/family night presentations regarding college readiness.
- Collaborate with WSAC and GEAR UP communications teams on the creation of training materials and distribution of promotional and collateral materials.

3. Other duties as assigned (5%)

Required Education, Experience and Competencies

- Bachelor's degree.
- Experience working in communications or marketing.
- Experience in community and education outreach.

- Demonstrated successful experience in program administration and/or project management.
- Experience working with schools, community-based organizations, and/or postsecondary institutions.
- Demonstrated experience presenting complex information to small and large groups.
- Demonstrated ability to initialize, plan and execute work plans.
- Detail-oriented and accurate with strong organizational skills.
- Demonstrated ability to work independently as well as with a team, prioritize tasks, and manage multiple and differing projects, tasks and assignments to ensure deadlines are met.
- Excellent interpersonal, written, public speaking and oral communication skills; ability to effectively communicate with people from diverse backgrounds and experiences.
- Demonstrated ability to remain flexible in an environment of changing priorities.
- Able to travel in state for up to 40% of the time.
- Experience with Microsoft Office products including: Word, Excel, PowerPoint, and Outlook.

Preferred/ Desired Education, Experience and Competencies

- Master's degree in education or a related field.
- Two years working in admissions, financial aid or other higher education-related field.
- Two years of project management experience.
- Experience working with volunteers.
- Experience in data collection, evaluation and/or program reporting.
- Experience working in a federally funded program or with underrepresented/first generation students and their families.
- Fluency, or near-native fluency in Spanish. Ability to read, write and present relevant content in Spanish.

Application Procedures

To apply for this position you **MUST** find this job posting and complete your profile at www.careers.wa.gov. Attach the following to your profile before completing the online application:

1. A cover letter describing how you meet the required and desirable education and experience of this position.
2. A current resume.
3. Names and phone numbers of three professional references.
4. Complete the supplemental questions.

Please note: *The quality and completeness of the required application materials will be considered in determining whether candidates will move to the next phase of the screening process. Generic cover letters will be considered non-responsive and may eliminate you from further consideration. You should keep a copy of your application for your files.*

Questions?

For questions about this recruitment contact Alisha Rollins at Alishar@wsac.wa.gov, or you may call 360-753-7857.

The Washington Student Achievement Council is an equal opportunity/affirmative action employer and is strongly committed to enhancing the diversity of its workforce. We will provide assistance in the recruitment, application and selection process to applicants with disabilities who request such assistance. Please call 360-753-7802 as early as possible regarding any assistance you may require.