



ST. VINCENT AND THE GRENADINES COMMUNITY COLLEGE



Community Outreach Officer (COO)

At the SVGCC, the COO is responsible for the planning, organization, implementation, and assessment of the College's outreach initiatives and activities. The COO plays a vital role in connecting the college with the community, promoting its programs, and fostering positive relationships with potential students, parents, and community members.

The main duties & responsibilities will include but not be limited to the following:

- Planning and Coordinating outreach activities aimed at secondary schools and the community;
- Recommending and assisting in the implementation of outreach program goals and objectives;
- Establishing schedules and methods for providing outreach services while implementing relevant policies and procedures to ensure smooth operations;
- Monitoring the performance of outreach programs and assessing their effectiveness; Recommending and implementing modifications to improve program outcomes.
- Receiving and responding to outreach or community event requests, and then scheduling and coordinating all logistics associated with these events;
- Researching, collecting, and acquiring outreach display materials and flyers. Preparing marketing materials to promote outreach activities.
- In collaboration with other relevant departments, conducting presentations at secondary schools, businesses, and community groups to provide information about the college's offerings and responding to inquiries.
- Maintaining records and developing reports on new or ongoing outreach programs, including statistical reports as required.

Qualifications & Experience

- Bachelor's degree in community outreach, communications, public relations, or a closely related field;
- Five years of professional experience in outreach or public relations;
- Progressive supervisory experience;
- Successful track record in project management (certification is an asset)
- Familiarity with the higher education environment and an understanding of the unique challenges and opportunities within the community college sector.

Other Skills

- Strong communication skills, including the ability to write and speak, succinctly, and in a manner that appeals to a wide audience.
- Experience in public presentations and training;



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- Experience with developing stakeholder partnerships;
- Ability to coordinate multiple projects and events simultaneously;
- Detail-oriented with the ability to meet competing deadlines;
- Creative and solution-driven;
- Comfortable working with minimal supervision and maintaining multiple responsibilities;
- Experience with event planning and promotion.
- Familiarity with media relations and experience working with media outlets;
- Proficiency in using marketing and social media software and tools;
- Proficiency in using standard office software, such as Microsoft Office Suite (Word, Excel, PowerPoint), as well as familiarity with graphic design software and content management systems.