

Health Careers Outreach Coordinator
Central Oregon Community College

Direct Link: <https://www.AcademicKeys.com/r?job=259383>

Downloaded On: Jul. 13, 2025 1:38am

Posted Jul. 7, 2025, set to expire Jul. 27, 2025

Job Title Health Careers Outreach Coordinator
Department Health
Institution Central Oregon Community College
Bend, Oregon

Date Posted Jul. 7, 2025

Application Deadline 07/27/2025

Position Start Date Available immediately

Job Categories Coordinator

Academic Field(s) Communications/Public Relations
Graphic Design/Marketing

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Job Description

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Position Number: B262PD

Starting Wage/Salary: \$55,620 - \$63,000 plus exceptional benefits. This position is currently funded through June 30, 2026 and, while the College does plan to seek funding to continue the position, there is no guarantee of employment beyond June 30, 2026.

Close Date: 07/27/2025

Primary Purpose:

The Health Careers Outreach Coordinator develops and manages outreach and student recruitment programs aimed at increasing overall enrollment in COCCs health career programs with a focus on health pathways; develops content for, coordinates development of, and delivers multi-media marketing materials for health careers; and maintains a strong presence in local schools, on the COCC webpage, in the community, and on social media.

Essential Duties and Responsibilities:

Communication and Marketing

- Collaborate with COCC Healthcare program faculty, program directors, and Marketing and Public Relations to provide targeted marketing, and maintain up-to-date promotional materials.
- Produce and/or review healthcare informational brochures and multi-media informational materials such as social media videos, in collaboration with contracted advertising companies and the COCC marketing/public relations department. Additionally, facilitate media spotlights and manage social media presence for healthcare and public health career careers recruitment efforts.
- Perform other essential duties as they pertain to the overall objective of the position, as assigned.

Recruitment Operations - Off Campus

- Develop outreach programs tailored to recruit, middle & high school, and non-traditional students.
 - Design, implement, and facilitate interactive outreach presentations in a variety of settings: middle school, high school, and alternative program classrooms of healthcare career and public health programs, career and college fairs, high school future centers, and virtual information sessions.

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- Provide leadership, advocate for, and support recruitment efforts that target students who have been underrepresented aimed at increasing diversity in the healthcare workforce. Includes developing materials in Spanish.
- Provide guidance to prospective students interested in pursuing healthcare career programs including degree pathways, admissions processes, financial aid, and career advancement.
- Coordinate with local high school concurrent enrollment programs to assist high school students with healthcare career related College Now and Expanded Options classes
- Establish and maintain working relationships with school counselors, career centers, teachers, local vocational and workforce training programs, local healthcare employers, and healthcare advocacy community organizations.
- Maintain records of off-campus outreach and recruitment activities.

Recruitment Operations - On Campus

- Coordinate on-campus recruiting related events including, but not limited to:
 - Develop outreach programs tailored to recruit current COCC students.
 - Campus tours (small and large groups), educate about healthcare options and the enrollment process.
 - Coordinate guest speaking events.
 - Design, implement, and facilitate interactive outreach presentations
- In partnership with the Assistant Director of Recruitment and Outreach, coordinate and facilitate the annual COCC Health Careers Expo, including partnering with appropriate campus departments for involvement and support.
- Develop, implement, and manage new initiatives that may include: 1) the Health Careers Student Ambassador program, 2) an online platform to connect COCC students with employment opportunities in healthcare, and 3) a College Success for Health Careers class for both college and high school students.
- Maintain a strong connect with the program directors from Health Careers to stay updated on information about program related changes.
- Maintain records of on-campus outreach and recruitment activities.

Knowledge, Skills, and Abilities:

Individuals must possess these knowledge, skills and abilities or be able to explain and demonstrate that the individual can perform the duties and responsibilities of the job, with or without reasonable accommodation, using some other combination of skills and abilities. The individual is expected to

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follow College work rules and policies.

- Ability to work independently to set priorities, develop new outreach initiatives, and market COCC healthcare and public health career programs.
- Possess interpersonal, communication, and public presentation skills.
- Ability to communicate effectively in individual and group settings, representing the College in a professional manner.
- Ability to effectively communicate in a variety of modalities: in-person, over the phone, Zoom, in writing, and electronically (email and social media).
- Ability to develop and facilitate interactive presentations that are age appropriate and culturally competent in a variety of settings.
- Possess organizational and problem-solving skills including the ability to meet deadlines, set work priorities, and manage workload.
- Knowledge of public health and healthcare career academic programs and career pathways as well as COCC admissions and financial aid processes.
- Possess event planning skills including marketing, facilitating, scheduling, managing large groups, recruiting guest speakers, and customer service.
- Possess knowledge of marketing and public relations skills.
- Possess reliable transportation and flexibility to regularly drive to high schools, other COCC campuses, and other locations for events. Ability to drive in potentially adverse conditions on a regular basis. Scheduled occasional evening and weekend hours are necessary. Includes some out-of-area travel
- Ability to move boxes or cases of College materials (up to approximately 50 lbs.) for display and distribution at on- and off-campus locations.
- Ability to work cooperatively with and contribute to a diverse workplace through ideas or experience.

Minimum Requirements:

Education

- Associates degree.

Experience

- Two years experience working in a higher education, public school setting or an equivalent field, such as social service, community outreach, or related areas.

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Preferred Qualifications:

Education

- Bachelors degree.

Experience

- Experience working in an education or healthcare setting in which the primary focus was outreach, marketing, or recruitment.
- Experience with database or reporting software.

To apply, visit <https://jobs.cocc.edu/postings/11411>

The goal of Central Oregon Community College is to provide an atmosphere that encourages our faculty, staff and students to realize their full potential. In support of this goal, it is the policy of Central Oregon Community College that there will be no discrimination or harassment on the basis of age, disability, sex, marital status, national origin, ethnicity, color, race, religion, sexual orientation, gender identity, genetic information, citizenship status, veteran or military status, pregnancy or any other classes protected under federal and state statutes in any education program, activities or employment. Persons with questions about this statement should contact Human Resources at 541.383.7216 or the Vice President for Student Affairs at 541.383.7211.

This policy covers nondiscrimination in both employment and access to educational opportunities. When brought to the attention of the appropriate parties, any such actions will be promptly and equitably responded to according to the process outlined in general procedures sections N-1, N-2, or N-3.

In support of COCCs EEO statement, bilingual fluency in English and Spanish is considered a plus, along with experience working in a diverse multicultural setting.

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Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

Health
Central Oregon Community College
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