

**PANOLA COLLEGE
JOB DESCRIPTION**

JOB TITLE:	Promise Program Coordinator	FLSA status:	Exempt
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DEPARTMENT:	Student Services	REPORTS TO:	Vice President of Student Services
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Position Summary: This position reports directly to the Vice President of Student Services and is responsible for managing the Panola College Promise Scholarship Program. The role involves working closely with internal departments, high school partners, and the community to promote the program, and to ensure their smooth transition to higher education. In addition, this role oversees communication strategies, tracking cohort data, and organizing events to raise awareness and support.

Position responsibilities:

Under the direction of the Vice President of Student Services, this position will:

- Collaborate with the Director of Institutional Advancement to grow and manage the Promise Program.
- Collaborate with high school principals, counselors, and other areas as needed to promote a college-going culture.
- Work with the college marketing and communications teams to develop promotional materials, including brochures, emails, social media, and web content.
- Oversee Promise Program communication strategies with students, parents, and community partners.
- Work with high schools in tracking and providing student data required for eligibility.
- Engage the overall community to support the program through volunteer opportunities.
- Plan activities and events to raise awareness and promote the Promise program.
- Manage a database to track program cohorts.
- Create and distribute the Promise Program Summary Report per guidelines each semester to donors and internal departments.
- Manage the Promise program budget and volunteer activities auditing process.
- Support Promise Program students through the admissions, financial aid, and enrollment processes for a seamless transition to Panola College from high school.
- Monitor students in Dropout Detective and provide timely notification of available resources.
- Coordinate with high schools to ensure smooth transitions for Promise program participants.
- Provide training for school guidance counselors on the Promise program.
- Represent Panola College Promise Program at daytime and nighttime recruiting events, program orientations, and other opportunities as needed.
- Travel as needed to meet the needs of the College.
- Support the philosophy and mission of the College.
- Attend professional development as deemed appropriate by the supervisor.
- Perform all other duties as assigned.

Minimum Position Requirements:

- Bachelor's degree required from a regionally accredited college or university. Experience in higher education advising, recruiting or equivalent high school experience in counseling and dual enrollment instruction required.

Knowledge, Skills, and Abilities Required:

- Strong leadership, communication, and organizational skills.
- Proficiency in data management and reporting tools, with strong analytical skills to use data for program decision-making.
- Knowledge of postsecondary admissions, financial aid, and enrollment processes.
- Ability to listen actively and demonstrate sensitivity to the diverse academic, socio-economic, cultural, and ethnic backgrounds of students, faculty, staff, and community members.
- Ability to work collaboratively across multiple departments, foster a cooperative work environment, and work effectively with a diverse team in a fast-paced environment.
- Demonstrate knowledge of accounting/budgets.
- Ability to organize, prioritize, and manage multiple work assignments and projects simultaneously.
- A strong public service orientation to work well with faculty, staff, students, and the community.

- Strong computer skills and ability to stay abreast of current and developing trends in video, voice, data, and computing technologies.
- Ability to develop and maintain effective relationships with students, school personnel, and community partners.
- Experience in developing and implementing communication strategies.

Physical Demands and Work Environment:

- Work is normally performed in a typical interior/office work environment.
- No or very limited physical effort is required; however, the employee must occasionally lift and/or move up to 15 pounds.
- No or very limited exposure to physical risk.
- Travel required.