



An Equal Opportunity Employer
CAREER OPPORTUNITY

HUMAN RESOURCES

301 W High Street, Suite 620
Jefferson City, MO 65102

Interested candidates should:

Email a cover letter, resume, transcripts and/or contact information for three professional references to:

Leah.Norment@ded.mo.gov

Screening to begin immediately

Closing Date: Open Until Filled

Effective August 28, 2019, the Missouri Department of Higher Education and the Missouri Department of Economic Development's Division of Workforce Development are transforming to become the nation's leader in preparing the workforce for the future. This combination will redefine Missouri's approach to postsecondary opportunities and increase the range of options available to citizens after they graduate from high school. Join our team during this historic time to develop the workforce of the future!

FAFSA Outreach Coordinator - Communications & Outreach

Public Information Coordinator

LOCATION: Flexible – located in Jefferson City, MO or remotely

TRAVEL: 30% Statewide – Flexible Schedule – Occasional Night and Weekend Events

SALARY: \$40,408.08 - \$42,700.08 annually

POSITION OVERVIEW:

This position is responsible for developing and implementing a high profile initiative to increase public awareness of the value of postsecondary education, the options available, and the importance of filing a Free Application for Federal Student Aid (FAFSA), and to increase FAFSA filing by high school seniors around the state.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

To perform this job successfully, an individual must be able to perform each essential function of the job with or without reasonable accommodation.

- Develop a FAFSA Filing Increase initiative and plan a kick-off event with several stakeholders signing/endorsing and working toward the goal.
- Plan events around the state to increase awareness of the initiative, including connections with local and statewide education leaders, civic leaders, news outlets, and legislators.
- Research and develop incentives for high schools that increase seniors' FAFSA filing.
- Identify and communicate with partner organizations and the Missouri College Access Network to align activities across the state.
- Identify frequently asked questions students and parents have about FAFSA completion, verification, financing offers, etc., and coordinate the development of resources to answer those questions.
- Manage the marketing, promotion, sign-up, and agreement processing for the FAFSA Completion Tool.
- Plan webinars to increase awareness of MDHE's FAFSA Completion Tool, services, and programs among members of partner organizations.
- Establish and maintain effective professional relationships with Missouri's high schools and postsecondary institutions.
- Promote MDHE's Journey to College, financial literacy, default prevention, and student success services and programs.
- Travel required.
- Perform other duties as assigned.

KNOWLEDGE AND ABILITIES REQUIRED:

COMPETENCIES:

- Excellent analytical, critical thinking, and oral and written communication skills.
- Experience with event coordination and volunteer management.
- Ability to develop messaging and communication with key stakeholders.
- Ability to manage several projects simultaneously and meet deadlines.
- Ability to demonstrate regular and reliable attendance.

QUALIFICATIONS:

- One or more years of experience as a Public Information Specialist II with the Missouri Uniform Classification and Pay System; OR,
- A Bachelor's degree from an accredited college or university with a minimum of 15 earned credit hours in one or a combination of the following: Journalism, Communications, English, Public Relations, Advertising, Marketing, or a closely related field; and,
- Two or more years of professional experience in public relations, advertising, marketing, film/video production, or journalism.
- Marketing, communication, or sales experience helpful.
- Financial aid experience preferred.

(24 earned graduate credit hours from an accredited college or university in the specified areas may substitute for a maximum of one year of the stated experience.)

(Additional qualifying experience may substitute on a year-for-year basis for deficiencies in the required education.)