



**POSITION ANNOUNCEMENT
STUDENT OUTREACH SPECIALIST**

The Tennessee College of Applied Technology – Pulaski is accepting applications for the position of Student Outreach Specialist. The Student Outreach Specialist serves as the “boots on the ground” recruiter for TCAT Pulaski, working directly with prospective students, parents, high school staff, and community partners to promote programs and assist individuals through the enrollment process. This position focuses on building relationships, increasing awareness, and guiding students from initial interest to enrollment.

REQUIRED QUALIFICATIONS:

- Graduation from a standard high school or post-secondary training in an appropriate field and evidence of work experience to perform the work successfully.
- Experience in recruitment, advising, sales, or community outreach.

PREFERRED QUALIFICATIONS:

- Post-secondary education preferred.
- Experience in an educational setting.
- Experience with Banner student management software.

SKILLS:

- Strong communication and public speaking skills.
- Ability to build rapport with diverse audiences, including high school students, adults, and parents.
- Aptitude for analyzing student data for reporting.
- Self-starter with the ability to manage time effectively and travel within the region.

RESPONSIBILITIES:

- Actively recruit prospective students through school visits, career fairs, community events, and one-on-one meetings.
- Build and maintain relationships with high school counselors, CTE directors, and community organizations.
- Present TCAT Pulaski programs and opportunities to students, parents, and civic groups.
- Provide guidance to prospective students on admissions requirements, financial aid, and program pathways.
- Assist individuals with application completion and follow-up through the enrollment process.
- Track and report recruitment activities, prospective student interactions, and conversion outcomes.
- Coordinate campus tours, open houses, and preview events for prospective students and families.
- Collaborate with faculty and staff to highlight specific program strengths and success stories. Share feedback from the field with the Marketing & Communications Coordinator to improve messaging.
- Represent TCAT Pulaski in a professional and engaging manner at all times.



SALARY:

In accordance with guidelines established by the Tennessee Board of Regents and the Tennessee Colleges of Applied Technology.

WORKING CONDITIONS:

- Use of a computer
- Normal standing, sitting, and walking
- Lifting of boxes/items weighing approximately 40 lbs.
- Operating a motor vehicle to travel within the college service area and in other areas as needed.
- Must be willing to work flexible hours and travel as necessary

POSITION TIMELINE:

Job posting will be available to apply for 14 days.

TCAT-Pulaski hopes to have the position filled no later than March 1, 2026.

APPLICATION SUBMISSION & REVIEW:

To be considered for a position at TCAT-Pulaski, you must create an online application at

[Student Outreach Specialist - Pulaski, Tennessee, United States](#)

Your skills, abilities, qualifications, and years of experience will be evaluated using what is recorded on your application. Please be sure to include the complete Begin and End Dates under your Employment History. Scan and attach required documents to the online application in Word or PDF format.

REQUIRED DOCUMENTS:

- Cover Letter
- Resume
- Educational transcripts and diplomas and licenses

EMPLOYMENT DOCUMENTS: Current federal law requires identification and eligibility verification prior to employment. Only U.S. citizens and aliens authorized to work in the United States may be employed. A criminal/financial background check will be required for the applicant selected.

The TBR does not discriminate on the basis of race, color, religion, creed, ethnicity, or national origin, sex, disability, age, status as a protected veteran or any other class protected by Federal or State laws and regulations and by Tennessee Board of Regents policies with respect to employment, programs, and activities. The following person has been designated to handle inquiries regarding nondiscrimination policies: Christa Williams, Vice President Student Services, EEO Officer, christa.williams@tcatpulaski.edu, 1233 E College Street, Pulaski, TN 38478.