

**KENTUCKY HIGHER EDUCATION STUDENT LOAN CORPORATION  
JOB DESCRIPTION**

<b>Job Title:</b> Outreach Counselor (Central KY)	<b>Date:</b> May 2018
<b>Department:</b> Outreach	<b>Status:</b> Full-time
<b>Supervisor:</b> Assistant Director of Outreach Services	<b>Grade:</b> 8E

**SUMMARY**

Provides specialized administrative consultative services to KHESLC and KHEAA relating to administration of student financial aid programs and outreach services in Kentucky. This position will serve Bourbon, Fayette, Franklin, Harrison, Jessamine, Scott and Woodford Counties.

**JOB DUTIES**

1. Represents KHESLC and KHEAA through outreach contacts (including middle and high school, adult education, and community visits) in assigned region to increase awareness about financial aid programs, resources, publications, and services.
2. Represents KHESLC and KHEAA at college nights, career fairs, workshops, professional student financial aid meetings, and training sessions, providing free information about career choices, postsecondary options, and financial aid opportunities to students and families.
3. Helps administer Kentucky College Application Campaign, Close the Deal and College Decision Day programs in their region and serves as agency liaison with KY College Coaches program representatives, as applicable. Promotes kheaa.com and KHEAA's ILP and *Getting the Facts* tools. Conducts student and counselor surveys.
4. Explains how, when, and where to apply for financial aid. Assists students and families with the financial aid application and admissions processes.
5. Evaluates outreach services provided to clients and advises management of need to reevaluate policies and procedures. Assists in development/modification of new or existing activities. Develops and maintains in-depth reports for management.
6. Recommends solutions to alleviate problems, facilitate positive relationships, and improve KHESLC/KHEAA programs and services.
7. Maintains current knowledge of student financial aid industry trends. Assists in developing and editing presentations and training materials for middle and high school counselors, adult ed providers, professional organizations and community contacts.
8. The expectation is that the counselor will be in the field an average of four (4) days each week.
9. Performs other related duties as assigned.

**MINIMUM QUALIFICATIONS**

- Graduate of a college or university with a bachelor's degree.
- Three years experience in student financial aid, the student loan industry, client relations, marketing, educational administration, public administration, college and career counseling, college admissions or financial administration.
- Excellent public speaking, diplomacy, interpersonal skills, and time management/scheduling skills.
- Ability to work independently and demonstrate a high level of initiative.
- Ability and willingness to travel frequently (an average of four days in the field per week).
- Computer experience working with word-processing and spreadsheet software.