

# **Associate Director of Employer Relations and Marketing**

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## **Opportunity Profile**

Career Development Center



APPALACHIAN STATE UNIVERSITY®



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Student Affairs

# **Associate Director of Employer Relations and Marketing Career Development Center**

[Appalachian State University](#) is excited to announce a new position within the [Career Development Center](#). The Associate Director position reflects the importance of employer relations as a core function of the Career Development Center and the University to increase and expand our employer base.

The Career Development Center supports the mission of Appalachian State University and the Division of Student Affairs to develop lifelong learners and leaders by engaging and challenging students within a culture of care and inclusion. Our mission is to encourage students to explore career paths, identify and develop skills, and pursue experiential opportunities. vision is that each member of the Appalachian State community will be empowered to achieve lifelong professional success.

The Career Development Center works to facilitate the University's goal of economic development for the region. Our staff facilitates unions between our students and employers that benefit the state as a whole through career fairs, employer workshops, information sessions, networking events, and on-campus interviewing opportunities.

## **About the Position**

The Associate Director reports to the Director of Career Development and Economic Engagement, and will be a member of the leadership team. The successful candidate must be able to work in a team oriented, collegial environment. The Associate Director provides leadership, vision, and supervision for the Employer Relations Team including overseeing a comprehensive marketing strategy for branding, communication, and promotions. The Associate Director will understand market trends and demonstrate the ability to develop strategies to improve and expand employer engagement opportunities for the campus community.



## Duties and Responsibilities

- Developing strategy to identify and develop strong alliances with alumni, donors, corporate recruiters, faculty, staff and current students to cultivate and expand existing relationships with business, industry, non-profit and governmental agencies;
- Overseeing a comprehensive marketing strategy for the Career Development Center including branding, communication, and promotions to
  - a. increase the visibility of Appalachian State University to employers and maximize on-campus visits, employer partnerships, job postings, internships, recruiting, and internship and employment offers, and
  - b. increase student engagement in Career Development Center programs, events, and services.
- Leading the execution of large-scale campus-wide career events;
- Collaborating with campus partners including Academic and Student Affairs Departments, University Advancement, and Alumni Affairs to integrate employers into student programming and academic offerings;
- Managing daily program operations including supervision of the Employer Relations staff (Assistant Director for Employer Relations and Development, Recruiting Services Manager, Part-time Marketing and Event Specialist, and student employees), develop Employer Relations and Marketing policies and procedures, conduct on-going program assessment and evaluation, and provide budget oversight for Employer Relations.

## Minimum Qualifications

- Master's degree in counseling, higher education, or related field, MBA, or Bachelor's degree with equivalent work experience in recruiting/higher education
- 3-5 years of experience in recruiting, human resources or equivalent experience.
- Experience in and an understanding of career services in a collegiate environment.
- Ability to work collaboratively with faculty, alumni and employers.
- Demonstrated ability to effectively and fairly supervise staff, delegate tasks, meet deadlines, and provide outstanding customer service.
- Experience with marketing, branding, and/or communications.
- Commitment to student success and to diversity in an educational setting
- Willingness and ability to work some irregular, flexible hours including evening and weekend hours
- Strong technology skills

## Preferred Qualifications

- 5 years related professional experience in a career services operation, directly related to employer relations, on-campus recruiting, human resources or marketing, or within a recruiting or business development function.
- Exceptional knowledge of employer relations, job placement and internship management, job search and career advising.
- Strong technology skills with experience using a career management system, or other CRM/CSM, specifically Handshake.
- Excellent written and oral communication skills, including presentation skills appropriate for small and large audiences, including businesses, not-for-profit organizations, professional associations, community organizations and the general public.
- Track record of building relationships to establish strong networks of employers, alumni, faculty, parents, colleagues and students.
- Demonstrated success with marketing, branding, and/or communications including a working knowledge of graphic design elements and social media platforms.
- Skills in strategic planning and data analysis, supporting an ability to make complex, independent decisions and programmatic recommendations
- Ability to leverage employment data to support messages to external and on-campus constituents.



# Appalachian State University

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## The University

Appalachian State University, located in Boone, North Carolina's Blue Ridge Mountains, prepares students to lead purposeful lives as engaged global citizens who understand their responsibilities in creating a sustainable future for all. The transformational Appalachian experience promotes a spirit of inclusion that brings people together in inspiring ways to acquire and create knowledge, to grow holistically, to act with passion and determination, and embrace diversity and difference. Appalachian enrolls about 18,000 students, has a low student-to-faculty ratio and offers more than 150 undergraduate and graduate majors. It is one of 16 universities in the University of North Carolina system.

## Our Leadership

[Dr. Sheri Everts](#) serves as Appalachian's chancellor. The university is governed by the university's Board of Trustees and the [University of North Carolina](#) system's Board of Governors.

## Vision and Strategic Direction

Appalachian State University aspires to be the destination institution for dedicated students who seek challenging academic programs and co-curricular experiences, engaged faculty and a vibrant campus culture that will shape them into engaged, responsible global citizens. Inspired by the ideal of sustainable community, we seek to deliver the Southeast's best comprehensive, progressive education.

## Strategic Plan

[The Appalachian Experience: Envisioning a just and sustainable future](#), serves as a recognition that the primary focus of the campus is to transform the lives of our students. We believe that this transformational Appalachian Experience results in engaged citizens who understand their responsibility to society.

## Our History

Appalachian was founded in 1899. The pioneering spirit necessary to overcome the mountains' hardships quickly characterized the institution, giving Appalachian a special niche in higher education that continues today. After more than a century, students still feel the pull of this unique place to transform their lives, and Appalachian has remained focused on providing students with educational experiences that are not only life-changing but world-changing.

## Fast Facts

Appalachian State University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award baccalaureate, master's, intermediate, and doctoral degrees.

### Fall 2017

18,811 students

- 17,017 undergraduate
- 1,794 graduate
- 1,274 distance education

17,126 in state, 1,685 out of state

16% ethnically diverse (18% among first-year students)

16:1 student/faculty ratio

99% of full-time faculty have doctorate, first professional degree, or other terminal degree

120,000 living alumni from all 50 states and many countries across the globe

Undergraduate costs, 2017-18 academic year:

- \$14,645 in state
  - \$29,452 out of state
- (includes tuition and fees for 12+ credit hours, standard option meal plan, standard room and board, and most textbooks)



# Division of Student Affairs

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## The Division

Student Affairs at Appalachian State University integrates both in-class and out-of-class experiences of students. These educational efforts are directed at developing both intellect and character of students. To accomplish this, the Division makes available a wide range of educational experiences through programs and activities that complement and support the academic experience in the classroom. Although the primary focus of these activities is to advance student learning, they also provide needed services, support, and recreational opportunities to help students meet the challenges of college and to enhance the quality of student life.

## Mission

We develop lifelong learners and leaders by engaging and challenging students within a culture of care and inclusion.

## Vision

We aspire to transform all students through a foundation of care and engagement.

## Diversity and Inclusive Excellence

Our [Statement on Diversity and Inclusive Excellence](#) affirms the importance of an inclusive community where all are valued and respected. We provide a safe, supportive environment that values the identities, beliefs, and abilities of all people.

## Our Leadership

[JJ Brown](#) serves as our Vice Chancellor for Student Affairs. Previously J.J. was the Associate Vice Chancellor and Dean of Students for the Division. Prior to coming to Appalachian in 2010, J.J. served nine years as an Associate Dean of Students at The University of Tennessee, Knoxville.







## Care. Engage. Transform.

Each day, our professionals strive to live out our tagline in their work: *Care. Engage. Transform.*

**Care.** Our work creates a culture of care that builds a foundation for students to thrive and be resilient.

**Engage.** Our diverse, student-centered community fosters local-to-global learning, leadership, engagement, and service.

**Transform.** We transform students into dynamic leaders and lifelong learners who will make a difference in their communities and throughout the world.

care.  
engage.  
transform.  
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## Departments

Career Development  
Child Development Center  
Counseling and Psychological Services  
Electronic Student Services  
Multicultural Student Development  
Office of the Dean of Students

- Case Management
- Off-Campus Community Relations
- Parent and Family Services
- Student Conduct
- Student Legal Clinic

Office of Student Affairs

- Capital Projects Management
- Finance and Human Resources
- Staff Development and Strategic Initiatives
- Student Affairs Assessment

Student Engagement and Leadership

Student Health Services

University Housing

University Recreation

Wellness and Prevention Services



# North Carolina High Country

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## Boone, North Carolina

The [Town of Boone](#) and Appalachian State University have formed an unbreakable bond which is reflected in our service to our community, staff, faculty, administration, and to our students. Named in 2005 as one of four North American adventure destinations, Boone has lots to offer! Enjoy its beautiful seasons, with cool spring temperatures, mild summers, colorful autumns, and snowy winters. Students and staff love the beautiful mountain environment while hiking, skiing, biking, paddling, picnicking, or walking through town. There are outdoor activities for all seasons and for all to enjoy.





# Procedure for Application

## Applying

Appalachian State University offers a challenging academic environment, energetic campus life and breathtaking location. Appalachian combines the best attributes of a small liberal arts college with those of a large research university. We are committed to excellence through a talented and diverse faculty and staff. We appreciate your interest in joining our Appalachian Community.

Part of the University of North Carolina System, Appalachian State offers excellent benefits, including health care and retirement plans, tuition assistance for employees, and generous leave time.

Applications are only accepted through the university's career portal, AppState Careers. To apply, you must complete the online application as paper or emailed application materials will not be accepted.

A completed application must include a letter of interest, resume, and three references including their name, title, email address, and telephone number.

Apply today at:

<http://appstate.peopleadmin.com/postings/19116>



## Important Details

Employment with Appalachian State University is contingent upon satisfactory completion of a background check to ensure a safe learning and work environment for our students, staff, and faculty.

Individuals with disabilities seeking reasonable accommodations during the application and interview process, should contact the Office of Disability Services at 828-262-3056 or [www.ods.appstate.edu](http://www.ods.appstate.edu)

Appalachian State University participates in E-Verify.

Appalachian State University is an Affirmative Action/Equal Opportunity Employer. The University does not discriminate in access to its educational programs and activities, or with respect to hiring or the terms and conditions of employment, on the basis of race, color, national origin, religion, sex, gender identity and expression, political affiliation, age, disability, veteran status, genetic information or sexual orientation.

