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

**Appalachian State University**

Appalachian State University Career Development Center is seeking qualified candidates for Associate Director of Employer Relations and Marketing. Appalachian State is one of 17 campuses in the University of North Carolina system. We enroll about 19,000 students and offer more than 150 undergraduate and graduate majors. Located in North Carolina’s Blue Ridge Mountains, Appalachian State prepares students to lead purposeful lives as global citizens who understand and engage their responsibilities in creating a sustainable future for all. The Career Development Center is housed within the Division of Student Affairs. The Student Affairs mission is to develop lifelong learners and leaders by engaging and challenging students within a culture of care and inclusion.

The Associate Director is a newly created position that 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. This position will report 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.

This position is responsible for

1) 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;

2) 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.

4) Leading the execution of large-scale campus-wide career events;

5) Collaborating with campus partners including Academic and Student Affairs Departments, University Advancement, and Alumni Affairs to integrate employers into student programming and academic offerings;

6) 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 Requirements:

* Master’s Degree in Psychology, Business, Public Administration, Education or a closely related field. Appropriate disciplines include: human resources, industrial-organizational psychology, public administration, career development, and/or counseling.
* 3 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 the private sector or as a member of an employer relations team in a collegiate setting.
* 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.

To apply, please submit a complete application consisting of a letter of interest, resume, transcripts and a list of at least three references with contact information to: <http://appstate.peopleadmin.com/postings/14771>. The review of complete applications will begin immediately and will continue until the position is filled. Anticipated starting date is August 1, 2018. This is a permanent twelve month, full time position. Salary is commensurate with qualifications and State of North Carolina benefits apply.

Individuals with disabilities may request accommodations in the application process by contacting Dr. Susan McCracken, Director of Career Development and Economic Engagement at [mccrackensd@appstate.edu](mailto:mccrackensd@appstate.edu) or 828-262-2180. Any offer of employment to a successful candidate will be conditioned upon the University's receipt of a satisfactory criminal background report. Proper documentation of identity and employability will be required before the hiring process can be finalized.

*Appalachian State University is a member institution of the University of North Carolina system. Located in Boone, North Carolina, the university has approximately 18,000 students and offers more than 150 undergraduate and graduate majors. Appalachian combines the best attributes of a small liberal arts college with those of a large research university and is known for its small class size, close interaction between faculty and students, as well as its value and affordability. Additional information about the Career Development Center, the university and the surrounding area is located at:* [*http://appstate.edu*](http://appstate.edu)

*Appalachian State University is committed to providing equal opportunity in education and employment to all applicants, students, and employees. 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. The university actively promotes diversity among students and employees. The university is committed to its affirmative action plans and seeks to deepen its applicant pools by attracting interest from a diverse group of qualified individuals.*